

LIFE

YOUTH AT NOTRE DAME:
COACH'S FIRST GAME

WATKINS AND HIS REPORT



WIWAN WORAWAN:
WELLESLEY GIRL
AND U. N. GUIDE

20 CENTS

OCTOBER 4, 1954

Community

presents SOUTH SEAS

... today's new idea in design!



NEW TAPERED TIPS!

Just one example of costly finishing!

NEW FREE-FORM HANDLES!

Distinctive, and perfectly balanced in the hand!

NEW DESIGN ACCENT!

Deep-sculpted, the lovely motif complements the sweeping handle.

NEW PROPORTIONS!

Each piece is newly designed... more functional!

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N.Y. COPYRIGHT 1954, ONEIDA LTD.

More than a great new pattern! Here, at last, is the silverware pattern that says good-bye to yesterday!

That fits today's living, today's entertaining! Contemporary? Yes!

Timeless? Beautifully so! You'll love the sweep of each newly designed piece of South Seas!

You'll be proud of the look of the newly proportioned, free-form handles... the handsome, new-size functional place knives and forks. And because you've shopped for and love good modern, you'll be 'specially pleased at South Seas'* surprisingly low price.

Limited time only! Your jeweler has an extra saving for you! Special Introductory Offer, 54-piece service for 8! Better hurry! Community*. . . the finest silverplate.



New-formula Ipana®

with
bacteria-destroyer WD-9



Destroys hidden decay and bad-breath bacteria. It's yours today — a tooth paste with a wonder ingredient so effective it destroys most decay and bad-breath bacteria with every single brushing. And new-formula Ipana combines this protection you need with a new minty flavor your whole family will prefer.

Topped all leading tooth pastes in 3159 taste tests. New-formula Ipana beat all other leading brands in 3159 "masked-tube" taste tests. It's the *best-tasting* way to fight tooth decay . . . stop bad breath all day long. Taste it . . . enjoy it . . . trust your family's precious teeth to it. At all drug counters now in the yellow and red-striped carton.

*Fights decay the
best-tasting way!*



Ipana A/C Tooth Paste (Ammoniated Chlorophyll) also contains bacteria-destroyer WD-9 (Sodium Lauryl Sulfate)

MAKE YOUR OWN TASTE TEST

Send for generous sample tube. Mail coupon today for trial tube (enough for about 25 brushings).

BRISTOL-MYERS CO., DEPT. L-104,
Hillside, New Jersey

Please send trial tube of new-formula Ipana.
Enclosed is 3¢ stamp to cover part cost of handling.

Name.....

Street.....

City.....Zone.....State.....

(Offer good in continental U. S. A. only. Expires Jan. 31, 1955.)



WINGS Airplane Cloth Collar Shirts — ROCKET for men and boys \$2.95 — PILOT for boys \$2.50
SUPER-FORT, with Airplane Cloth Cuffs too, \$3.95. So much value — so many collar styles
— only in Wings. 4 West 33rd Street, New York 1



Next to being there in person, there's nothing quite so warm and satisfying as a voice-visit by telephone. Long Distance service is quick, friendly and courteous. And rates are surprisingly low, especially after six o'clock every night and all day Sunday. Somewhere today there is someone who would like to hear your voice.

BELL TELEPHONE SYSTEM



When you call, remember to Call by Number. It's faster.

Long Distance Rates Are Low

Here are some examples:

New York to Philadelphia .	40¢
Cleveland to Baltimore	75¢
Atlanta to Indianapolis	85¢
Chicago to Dallas	\$1.20
Los Angeles to Boston	\$2.00

These are the Station-to-Station rates for the first 3 minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax.

This One



KBG1-162-UF56



1 family
in every 7
will get a bill
for surgery
this year!

When a tonsillectomy is needed, modern techniques help banish fear for the little patient, make the operation simple and recovery rapid. Of the 19 million people admitted to general hospitals each year, a majority undergo surgery.

BLUE SHIELD®



the only nonprofit, nationwide organization sponsored
by the doctors to help your family meet
surgical-medical-maternity expenses!

**Blue Shield is paying surgical-medical bills
at the rate of \$5,000,000 a week!**

The need for surgery comes without warning—too often it's when you can least afford it. That's why more and more people in communities across the nation are joining Blue Shield. For this organization offers a real protection against unexpected costs of illness. You, your neighbors or fellow-employees voluntarily pay in a small amount regularly. In return you get definite help with surgical-medical expense whenever the need arises. It's that simple—a typically American solution to a problem faced by all.

Covers hundreds of surgical procedures. Blue Shield membership provides generous, specific amounts of money for almost every known type of operation, as well as for many non-surgical services. And often Blue Shield pays the entire bill.

Exceptional benefits at low cost are provided through Blue Shield because it is not operated for profit. Organized in the community by doctors and other citizens, Blue Shield exists solely in the public interest. That means that all money paid in, with the exception of the modest amounts needed for administration, is set aside to help pay the surgical, medical and maternity expenses of those who belong.

Just a few cents a day bring your *entire family* the maximum Blue Shield protection. Membership fees and benefits are set locally to fit each locality's own needs and conditions.

This protection follows you. Even when you change jobs or retire, a Blue Shield membership can be continued. All it takes is a simple arrangement with your local Blue Shield Plan. If your family already has Blue Shield membership, you are fortunate! Tomorrow

row this valuable protection may keep your savings intact and help you to stay out of debt.

How to join Blue Shield. Ask your employer. Or contact the office listed in your phone book under *Blue Shield*. Rural families in many states can join through their local farm organizations. Inquire in your area. Full information may also be had by writing Blue Shield Commission, Dept. 207, 425 N. Michigan Avenue, Chicago 11, Illinois.

**And to help pay your hospital bills—
there's famous BLUE CROSS**

America's foremost organization for protecting people against hospital expenses, Blue Cross provided more than \$665,000,000 in care last year. Sponsored by citizens and hospitals locally on a not-for-profit basis, Blue Cross provides for *all* the basic hospital services as well as for many "extras".

FREE

TO NEW MEMBERS OF AROUND-THE-WORLD SHOPPERS CLUB This Exquisite 6-Piece Set of Florentine Silver—

sent to you from Florence, Italy—without payment of duty or postage



Illustrated Actual Size

Why This Sensational Offer Is Being Made by Around-the-World Shoppers Club

To demonstrate the *quality* and *value* of Around-the-World Shoppers Club gifts, we will send you this lovely antique-finish setting *with our compliments* as an inducement to join now! These exquisite pieces were hand-made by the skilled craftsmen of Florence with techniques going back to the Renaissance. You'll delight in having them on your dinner table, as will your guests!

Beautiful Gifts From the World Over — Without Payment Of Duty Or Postage!

Wouldn't you like to go shopping around the globe with a traveller who knows where the *finest merchandise* and *biggest bargains* are? Wouldn't you like to visit distant lands, shop for exquisite gifts in exotic bazaars, go through fantastic Old World workshops, watch native craftsmen create beautiful things with their ancient skills? Best of all — wouldn't you like to make your home a "show place" with the exciting gifts you've purchased—values as much as *double* what you are asked to pay for them?

A Thrilling Surprise Each Month

To introduce you to the thrills and enjoyment of shopping abroad, let us send you this beautiful Florentine Silver setting without charge. Then, as a member of the Around-the-World Shoppers Club, each month you will receive a surprise package sent to you *direct from a different foreign*

country—and with it will come a colorful brochure telling the story of your gift and adding even more glamour to your shipment!

Send No Money — Just the Coupon

So — come aboard our magic carpet and let's set out on our shopping trip! You may join for 2 months for \$5., 4 months for \$9., 6 months for \$12. or 12 months for \$22. Send no money now; we will bill you periodically. When your gift packages begin arriving, covered with fascinating stamps, you'll be delighted you joined the Club! However, if you become displeased in any way, simply resign membership and your unused payment will be refunded.

Furthermore, if you are not captivated by the first selection sent to your home, keep it, as well as the Florentine Silver, and receive a full refund. Why not mail the coupon now while these lovely settings from Florence are being offered as a **FREE** gift for joining our club!

GIFT MEMBERSHIPS

If you wish to give Memberships as gifts, use a separate sheet, specify term of membership, and attach to the coupon so we may know your friends are entitled to the Florentine Silver Setting as an *extra* gift.

Around-the-World Shoppers Club

Dept. 304-F, 71 CONCORD ST., NEWARK 5, N. J.

NOTE: The gifts are shipped directly to you from points of origin all over the world, prepaid. Thus, you become an importer without any of the headaches which usually attend importations. We guarantee that the gifts will be delivered to you without damage and that they will be worth much more than the price you pay.

CONTAINS 6 PIECES IN TRADITIONAL DESIGN
PICKLE FORK, with the handsome Winged Lion of St. Mark
BUTTER KNIFE, with famous statue of the Emperor Julius Caesar
SUGAR SHELL, with the centuries-old statue of Apollo, the Sun-God
MUSTARD SPOON, with fierce Griffon
SALAD DRESSING SERVER, with Romulus, Remus and their Wolf Mother
OLIVE FORK, beautifully decorated with the ancient Lily of Florence
Handles of all pieces are elaborately designed like those used on the tables of the Aristocracy in Renaissance days.

Around-the-World Shoppers Club, Dept. 304-F 71 Concord St., Newark 5, N. J.

Please send me the 6-piece set of Florentine Silver **FREE**, and enroll me as a member of Around-the-World Shoppers Club. Start regular monthly shipments of the Club's selection of foreign merchandise direct to me from countries of origin and bill me periodically as follows:

Check here if this is a request for a renewal or reinstatement of your membership so we can avoid duplicating countries.

- ☐ \$ 5.00 every 2 months (2 gifts at \$2.50 each)
- ☐ 9.00 every 4 months (4 gifts at \$2.25 each)
- ☐ 12.00 every 6 months (6 gifts at \$2.00 each)
- ☐ 22.00 every 12 months (12 gifts at \$1.83 each)

☐ Check here if you are enclosing your remittance now. Satisfaction guaranteed.

Name..... (Please Print)

Address.....

City & Zone..... State.....

(NOTE: All shipments come to you without payment of duty or postage. However, the U. S. Post Office Dept. charges a service fee of 15c for delivering foreign packages; collected by your postman.)
IN CANADA: 2 mos., \$5.50; 4 mos., \$10.50; 6 mos., \$14.00; 12 mos., \$26.00. Delivered to your home without payment of additional duty or postage. Address: 971 St. Timothy St., Montreal 24, Que.

Iron most fabrics without sprinkling

WITH THE NEW G-E
STEAM AND DRY IRON!



ONLY—
\$17⁹⁵*

* Manufacturer's recommended retail or Fair Trade Price.

IT'S TWO IRONS IN ONE!

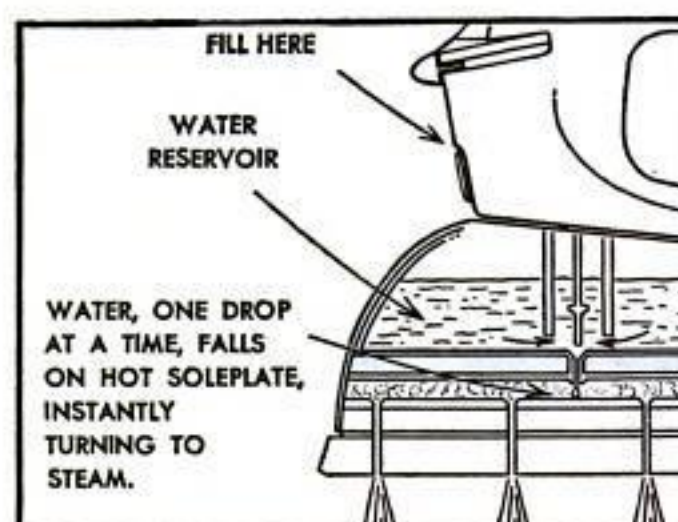


**STEAM & DRY
IRON**

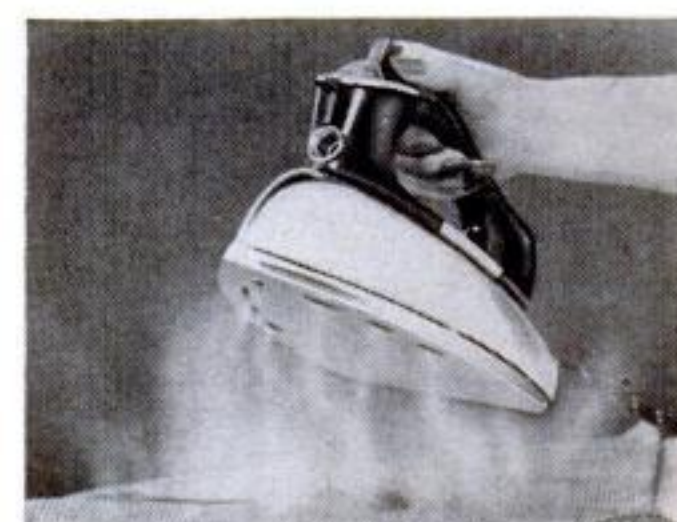
USE IT AS A
STEAM
IRON!



1. IRON WITHOUT SPRINKLING . . . everything except heavy cottons, linens and starched fabrics! The steady flow of steam moistens fabrics, saves you the time and work of sprinkling, and of ironing pre-moistened clothes.

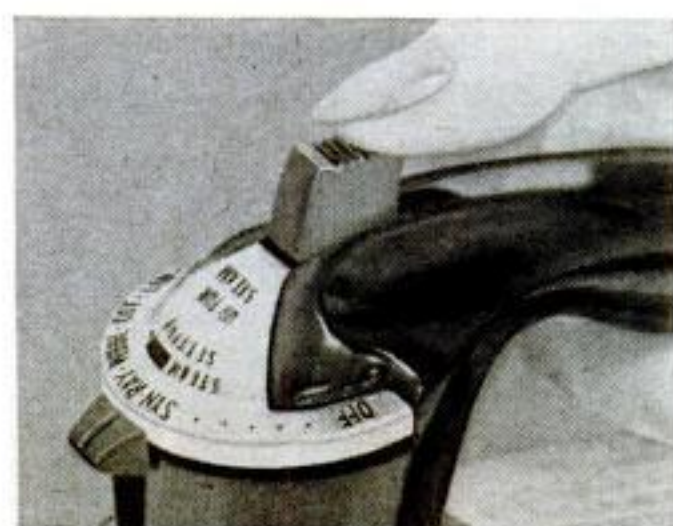


2. INSTANT STEAM! Drop by drop, water falls onto hot soleplate . . . flashes instantly to steam. Steam stops automatically when iron is placed on heel rest. Uses tap water in all but extremely hard water areas.

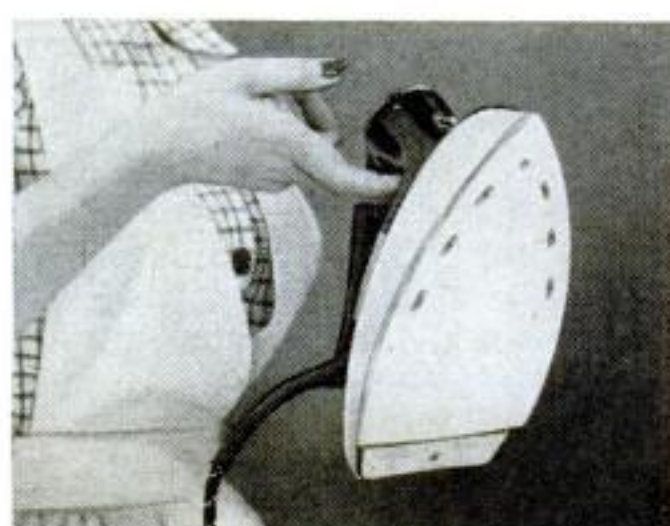


3. PRESS LIKE A TAILOR! Press suits, skirts and sweaters without a damp pressing cloth! You can see where to put creases, so you press *perfectly*! Save money on pressing bills—you can do it at home, professionally.

USE IT AS A
DRY
IRON!



1. FOR HEAVY COTTONS, LINENS and starched fabrics, use it as a *dry* iron. Just press the button to change your steam iron to dry—no need to let iron cool down or even empty the water! You make the change instantly!



2. LIGHT, LIGHT WEIGHT! Only 3¼ pounds! Weighs less than a woman's purse. Means easy handling and less work. Larger soleplate—more than thirty square inches—covers wider ironing area in fewer strokes.



3. NO MORE SCORCHING! Visualizer Fabric-dial gives perfect heat for whatever fabric you're ironing! See it at your G-E dealer's today! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

SEE these other wonderful irons at your G-E dealer's: G-E Visualizer Iron (\$12.50*), G-E Budget Iron (\$9.75*), G-E Steam Travel Iron (\$14.95*), G-E Automatic Travel Iron (\$12.50*).

Progress is our most important product

GENERAL  **ELECTRIC**

CHAMPION SETS GREATEST PERFORMANCE RECORD IN SPARK PLUG HISTORY!

IN THE 1954 INDIANAPOLIS 500-MILE RACE, Champion Spark Plugs set an all-time record of supremacy in big-time track racing. To begin with, *every one* of the 33 cars and drivers making up the starting field qualified and ran on Champions in the fastest "500" of all time.

NEW QUALIFYING RECORD OF 141.033 MPH • NEW 500-MILE RECORD OF 130.840 MPH
But more important to you and your motoring pleasure is this record confirmed by the Technical Committee of the AAA Contest Board supervising this most challenging of all Indianapolis classics:

NOT ONE CHAMPION SPARK PLUG WAS REPLACED DURING THE ENTIRE RACE!

This is terrific proof of Champion quality, performance and dependability that will help any engine deliver peak power—on demand! So, whatever the make or year of your car, better drop in at your neighborhood service station or garage and have them install a set of 5-Rib Champions—America's Favorite Spark Plugs. You'll be proud of your judgment!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



Specify

CHAMPIONS

WITH THE PATENTED 5-RIB INSULATOR!

VUKOVICH PASSES BRYAN, the leader at 350 miles. In a sustained drive, Vukovich moved from his 19th place starting position on to 1st place and a record shattering 130.840 MPH victory. Bryan drove a tremendous race finishing second at 130.178 MPH.

JUDY GARLAND JAMES MASON

IN
"A STAR
IS BORN"

WARNER BROS.
PRESENT IT IN
CINEMASCOPE
TECHNICOLOR
AND STEREOPHONIC SOUND

*The most
anticipated
motion picture
of our time
is now ready
for your
acclaim.*

ALSO STARRING

JACK CARSON
CHARLES BICKFORD

WITH TOM NOONAN SCREEN PLAY BY MOSS HART DIRECTED BY GEORGE CUKOR PRODUCED BY SIDNEY LUFT MUSICAL DIRECTION BY RAY HEINDORF PRESENTED BY
6 NEW SONGS BY HAROLD ARLEN AND IRA GERSHWIN 'THE MAN THAT GOT AWAY' ♦ 'IT'S A NEW WORLD' ♦ 'GOTTA HAVE ME GO WITH YOU' ♦ 'HERE'S WHAT I'M HERE FOR' ♦ 'SOMEONE AT LAST' ♦ 'LOSE THAT LONG FACE' • WARNER BROS.



"Mommy always says you're safe when you use Johnson & Johnson!"

Johnson & Johnson



EMERGENCIES DON'T WAIT!

You owe it to yourself to be prepared with the finest First Aid supplies.

That means Johnson & Johnson Surgical Dressings. For years, these famous products have set the standard for quality the world over.

October 4-10 has been designated as "Emergencies Don't Wait" Week. Let this remind you to check your medicine chest now for the First Aid supplies you need.

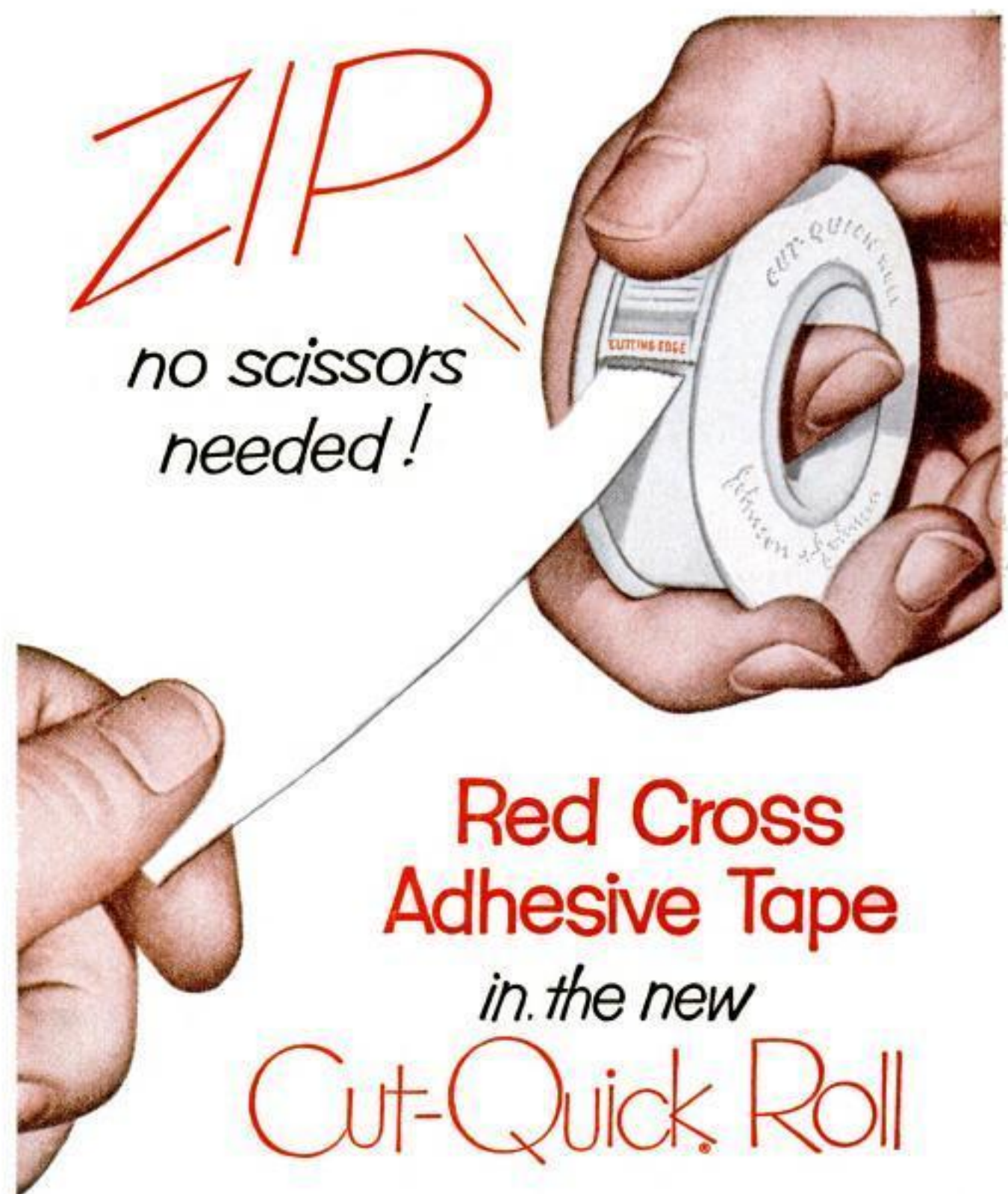
Here are just six of the famous quality products that have made Johnson & Johnson "the most trusted name in surgical dressings."

Johnson & Johnson



Softest, whitest, most absorbent
sterile surgical cotton!

Another example of *Johnson & Johnson* quality.



World's finest tape in the world's most convenient dispenser.

Another example of *Johnson & Johnson* quality.

SUPER-STICK

PATENTS PENDING

NEVER BEFORE A BANDAGE THAT STICKS LIKE THIS!



Another example of *Johnson & Johnson* quality.

For larger cuts, burns, abrasions...



Sealed in individual envelopes to guarantee sterility at the moment of use.

Another example of *Johnson & Johnson* quality.

Famous Red Cross Cotton in its most convenient form!

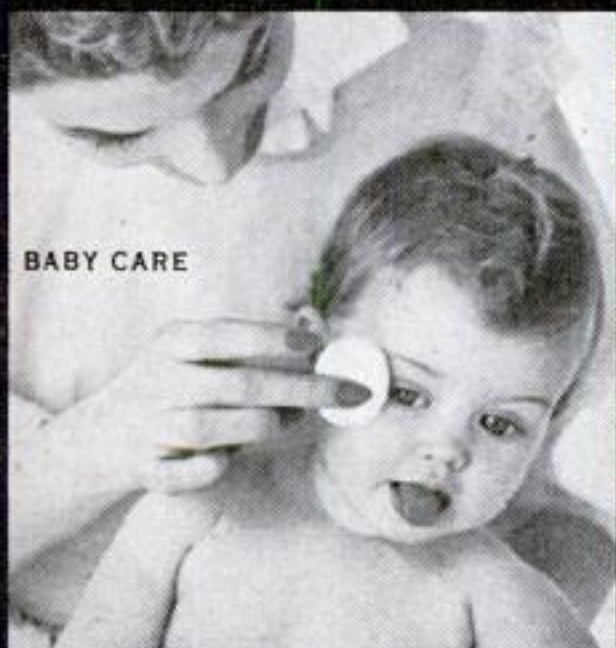
FIRST AID



COSMETIC USE



BABY CARE



STERILE

Another example of *Johnson & Johnson* quality.



Pure, sterile gauze with non-ravel edges!

Another example of *Johnson & Johnson* quality.

These products have no connection whatever with American National Red Cross

deep lanolizing action

works like this



makes
shoes
shine
brighter
... last
longer



contains lanolin

You just can't help wanting to sit back and admire the Looking-Glass shine you get with Esquire Boot Polish. You never had it so bright—or so bright for so long. Esquire's Deep Lanolizing Action builds in a reserve shine. It carries the fine ingredients—Carnauba wax, rare oils and Lanolin—deep into the leather itself... softening, preserving and shining so bright you can actually see your face in it. You don't have to settle for a thin surface job that dulls before the day is done. Esquire's Deep Lanolizing Action keeps your shine on the glow for days. 9 gleaming colors.

ESQUIRE

BOOT POLISH

On Television: "Masquerade Party", American Broadcasting Co., Wednesday, 9-9:30 P.M., E.S.T.

LETTERS TO THE EDITORS

MIDDLE OF A HURRICANE

Sirs:

In "In the Middle of a Hurricane" (LIFE, Sept. 13) you showed an excellent picture of the sloop *Trull* aflame and heading for the rocks in Marblehead Harbor. I thought your many readers would like to see how it finally came to rest. After hitting the rocks it exploded and burned so fiercely that tenants in nearby homes were ordered to vacate. The next morning there was nothing but charred remains of the once proud sloop.

STANLEY COKAS

Lynn, Mass.



END OF THE "TRULL"

Sirs:

When Carol hit Martha's Vineyard, I was staying at the youth hostel on the island as one of a group of girls of Philadelphia Girl Scouts. Yours was a wonderful account of the storm's destruction.

BARBARA H. HOLM

Philadelphia, Pa.

Sirs:

You identify the steeple of the Old North Church in Boston which was destroyed by the hurricane as the steeple where "Paul Revere's signal hung." Despite Longfellow, Paul Revere didn't get his warning from that steeple. The signals were hung by Paul's friend Newman as a signal to Colonel Conant in Charlestown.

ALLAN GOWER

South St. Paul, Minn.



NORTH CHURCH AFTER STORM

● Revere had planned to watch the British depart from Boston, then row across the Charles River and start his ride. But fearing he might be captured on the river, Revere arranged the lamp signals as an alternative warning. However he made it safely across the river. North Church now stands with a truncated (above) steeple, but Bostonians have raised \$35,000 of the \$150,000 necessary to rebuild it.—ED.

PEACE THROUGH PRAYER

Sirs:

"A Path to Peace through Prayer" (LIFE, Sept. 13) is perhaps the most compelling call to prayer uttered in this century. It will cause millions of anxious Americans (myself included) to kneel in fervent prayer that mankind be spared the unutterable horrors of a "man-made apocalypse." Nothing like it has come from any editor since Georgia's lamented Henry W. Grady left this life for his home in heaven.

FULLER WARREN

Miami Beach, Fla.

Sirs:

As president of the Laymen's Movement for a Christian World I should like to add congratulations to your staff for the writing and publishing of this magnificent editorial.

LEE H. BRISTOL JR.

New York, N.Y.

Sirs:

Your editorial "A Path to Peace through Prayer" seems the most suicidal and treasonable that I have ever read. How Russia's leaders must relish the prospect of our diverting some of our energy and attention from dealing directly with them to shrugging off onto a deity the responsibility for, and solution to, our problems!...

ALEXANDER LINCOLN JR.

Meredith, N.H.

Sirs:

There is not a single statement in the New Testament which gives warrant to the thesis that the God of Christianity sanctions the use of force to protect ourselves or overcome our enemies! God explicitly orders that we beat our swords into plowshares and warns that those who live by the sword shall perish by the sword. There is no suggestion whatever in the New Testament that we keep our powder dry, just in case!

AXEL B. GRAVEM

Orleans, Mass.

Sirs:

... When we think of the threat of Communism, we should be reminded of the story of Jesus and the fig tree. Just as the sterile fig tree withered when confronted by the good force of Jesus, so will Communism, which is a sterile philosophy, wither before the force of the Good Lord.

MRS. FRANCINE SALOM

New York, N.Y.

CONTINUED ON PAGE 14

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World's First Boron* Gasoline

*World's FIRST automotive gasoline
with aviation anti-knock fluid!*

● The petroleum industry has long been known for steady and continuing improvement of its products. But once in a great while, there comes a discovery so new and dramatically different it speeds progress far beyond the usual pace.

Such a discovery has just been made in motor fuel. It's Boron Supreme Gasoline, now available at Sohio.

Discovered and developed by Sohio research scientists, Boron Gasoline is as different from today's motor fuels as today's cars are from those of yesterday.

It brings you the benefits of three major new achievements:

1. An exclusive Sohio boron gasoline discovery that provides a new way to liberate power in engines—

gives longer mileage than is available by conventional means.

2. Expensive aviation anti-knock fluid—exactly the same fluid that makes available the power in 115-145 octane "fighting-grade" aviation gasoline—now for the first time in automobile gasoline anywhere, contributing to the exceptionally high-test rating of this gasoline.

3. A new, radically improved, cleaner-burning hydrocarbon formula—different from any gasoline now marketed.

It is, we believe, the gasoline discovery by which developments will be measured for years to come. SOHIO, the Midland Building, Cleveland 15, Ohio.

A great new motor fuel discovery



*Pat. applied for. U. S. Trademark registration applied for. Applications for license to refine Boron Gasoline for sale outside of Sohio's Marketing area will be considered.

She Has No Time For You, Bud!



TICK IT OFF FOR ME, ANGIE! HOW COME YOU'RE GIVING ME SUCH A BAD TIME LATELY?

BECAUSE YOU NEED TO GET THE PITCH ON NEW COLGATE DENTAL CREAM! SORRY, HONEY! THAT'S HOW IT IS!



NEW COLGATE DENTAL CREAM WITH GARDOL CLEANS YOUR BREATH WHILE IT GUARDS YOUR TEETH! FOR GARDOL, COLGATE'S LONG-LASTING ANTI-ENZYME INGREDIENT, MAKES COLGATE'S DOUBLY EFFECTIVE!

LATER—Thanks to Colgate Dental Cream



COLGATE'S WITH GARDOL RATES A BOW FOR THINGS RUN SMOOTH AS CLOCKWORK NOW!

ONE BRUSHING leaves your mouth cleaner, fresher for 12 hours or more! Stops bad breath instantly in 7 out of 10 cases that originate in the mouth!

ONE BRUSHING helps guard against tooth decay 12 hours or more! Morning and night use guards your teeth all day—all night!

New COLGATE DENTAL CREAM with GARDOL* Cleans Your Breath while it Guards Your Teeth!

Gardol forms a protective shield around your teeth that remains active 12 hours or more! This protection won't rinse off or wear off all day! Gives you the surest protection against tooth decay ever offered by any toothpaste!



*Colgate's trade-mark for Sodium N-Lauroyl Sarcosinate

ONLY COLGATE'S GIVES YOU FULL GARDOL PROTECTION AGAINST TOOTH DECAY!

LETTERS TO THE EDITORS CONTINUED

TREETOP PREDICAMENT

Sirs:

Isn't the Peter Butler who took the picture of the strangled giraffe ("Treetop Predicament," LIFE, Sept. 13) the same man who took your action picture of a lioness charging a herd of impala last year? How does he always come up with such shots?

JAMES LITTLES

New York, N.Y.



MRS. BUTLER AND HER SON

● Eleven years ago Photographer Butler, now 44, was a clerk in Johannesburg, quit to become a professional animal photographer. Now he and his mother, who guards him with a rifle while he shoots pictures (above), rarely come out of the African wilds.—ED.

END OF EDC

Sirs:

Can you really state in "Nucleus of a German Army" (LIFE, Sept. 13) with such consummate certainty that France's "fear of les Boches defied all reason"? It seems to me there are reasons enough when the Frankenstein of German militarism is being resurrected. Mendès-France acts in the best interests of his country. For that we berate him.

SINDEL NEWMAN

New York, N.Y.

MCCARTHY CHASTENED

Sirs:

Your cartoons of Joe McCarthy in "Bangs of the Gavel Chasten McCarthy" (LIFE, Sept. 13) are better than anything *Pravda* could think up! Your persecution of McCarthy is just what Moscow has ordered.

MRS. C. LLEWELLYN GWYER

Norwalk, Conn.

Sirs:

What a stunning idea, having Walt Kelly cover the examination of McCarthy. That's creative journalism.

RUTH BIEMILLER

New York, N.Y.

Sirs:

In your rather ugly caricatures of women who are loyal to McCarthy (and I am one of them) you inadvertently reassured us. You made Jean beautiful and she is standing by. A man or woman can go through almost anything if the one he or she loves is by the side. You made her lovely. Thank you.

IDA NANCY MERRILL

St. Petersburg, Fla.

PERSONS OF DISTINCTION

Sirs:

I had the pleasure of going to Staunton Military Academy while General

Persons ("Four Persons of Distinction," LIFE, Sept. 13) was the superintendent. All of us in the graduating class this past June who were there at some time when he was superintendent received letters from him. He asked us about the careers we wanted to pursue and offered any help that he could. Not every man in his position would take time out to write letters like that.

RICHARD S. MOORE

Broomall, Pa.

Sirs:

My husband was the late Jo R. Persons you mentioned who died in 1946. As you say, he had two sons, Jo Robert Persons, a gunnery officer in World War II, and "another son in the Air Force." You failed to mention the name. He is George Garrete Persons who served in the war as a radar operator in a Black Widow night fighter and was recalled as an instructor in 1950. Papa Persons would have been proud of them both.

MRS. JO R. PERSONS SR.

New Orleans, La.

● George Persons, 30, is married and has two children, was recently promoted to sales manager of Moran Business Forms Co. in New Orleans.—ED.



GEORGE GARRETE PERSONS

LATIN BOOM LAND

Sirs:

I have just returned from Caracas after a wonderful three months' vacation. Your photographs in "New Latin Boom Land" (LIFE, Sept. 13) made me homesick. By the way, the stream at Naiguatá, where cars formerly crossed, is now used only for car washing. The bridge is finished.

INGRID OLDENBURG

Berkeley, Calif.

Please send



to _____ name
_____ address
city _____ zone _____ state _____

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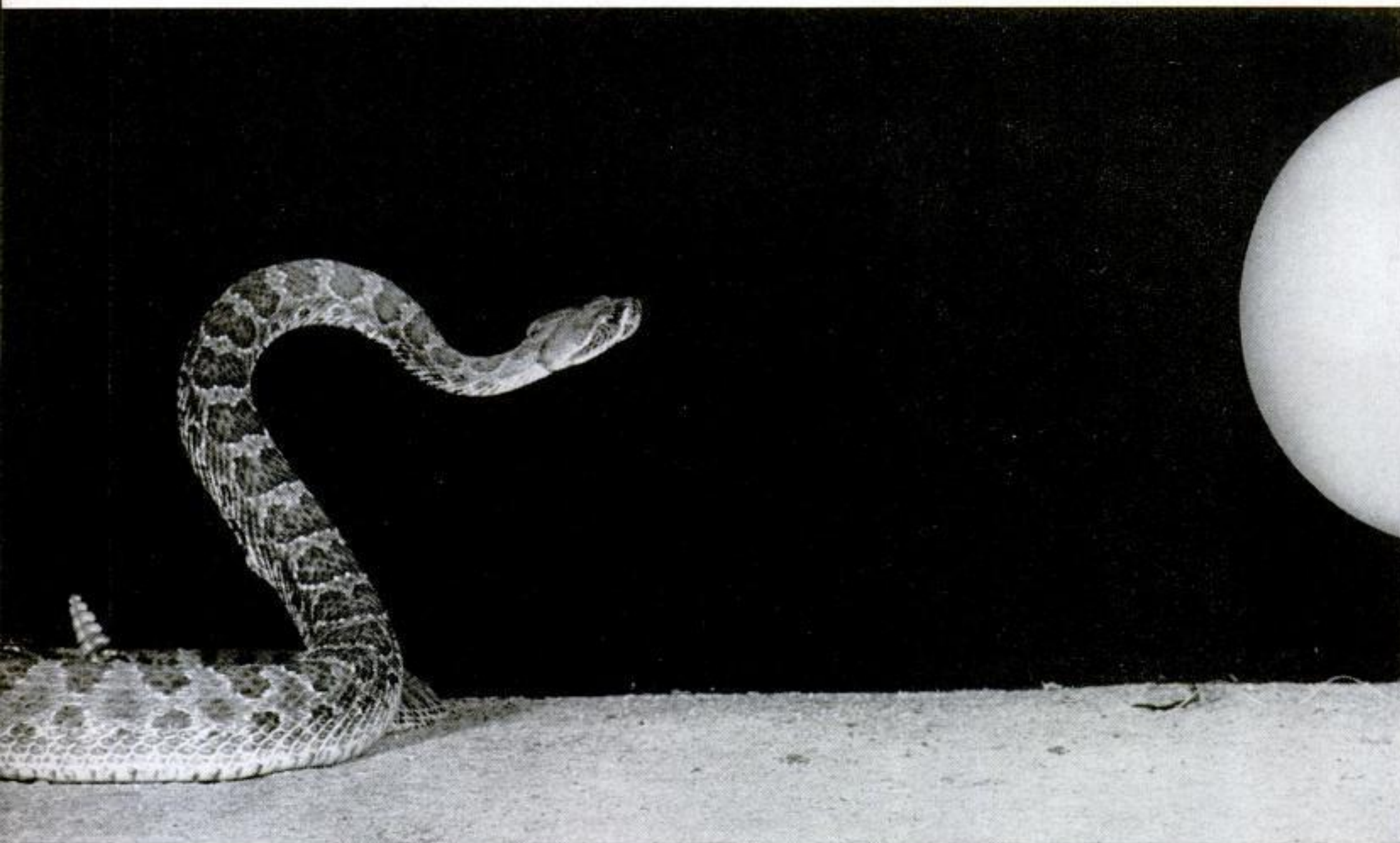
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RATTLESNAKE REARS AS IT BEGINS STRIKE TOWARD THE BALLOON. VAN RIPER TOOK THIS PICTURE

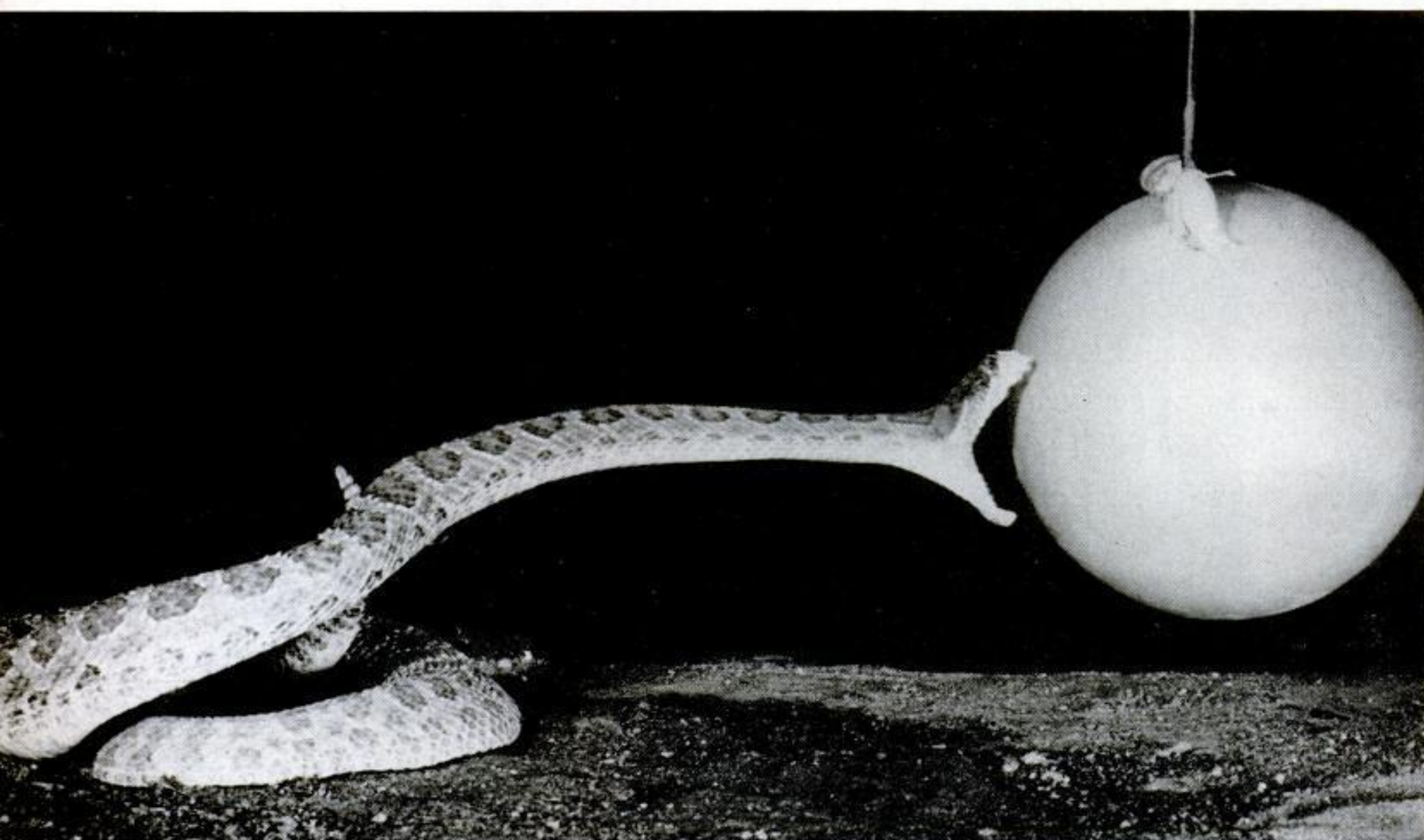
SPEAKING OF PICTURES . . .

. . . Rattler takes its own portrait from victim's view

Walker Van Riper is a Denver naturalist who likes to take action pictures of rattlesnakes in his studio at home, and he lets them share in the work. Van Riper has devised a method whereby a striking snake takes its own picture at the precise instant of fang-sinking.

One wire of a high-speed electronic flash unit leads to a balloon coated with a conductive liquid; the other wire leads to the damp earth—a good conductor of electricity—on

which the rattler is placed. Goaded by the sight of the balloon, the snake begins its forward lunge (*above*). As its fangs touch the balloon, the snake itself acts as a "switch" completing the circuit and automatically setting off the flash for a 1/20,000-second exposure just at the moment of impact (*below*). As the balloon collapses, another flash is triggered, recording one of the most fearsome sights in nature (*right*): a victim's view of a rattler's open jaws.



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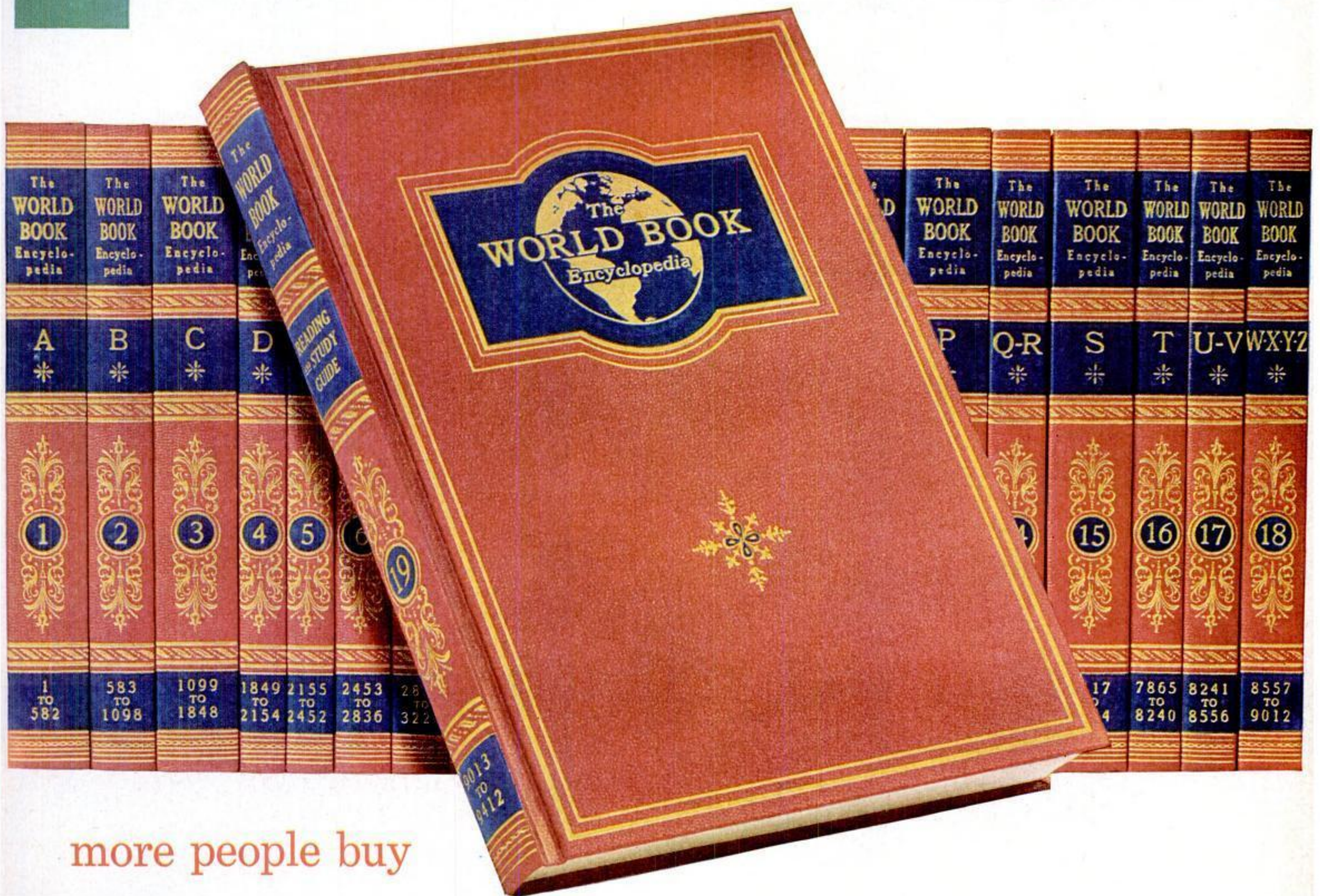
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HANDS OF A REMARKABLE THAILANDER, FEET OF A U.S.-U.N. DELEGATION, FIST OF VICTORIOUS IRISH COACH

RE REMARKABLE PEOPLE, ALL IS REMARKABLE

Of the two and a half billion people alive on the earth today, only an infinitesimal fraction makes itself interesting to all the others by remarkable achievements. When this small group faces the camera, its number becomes even smaller since, if people are to be interesting in pictures, their achievements (like Ben Shahn's, pp. 96-100) or their persons (like our cover girl Wiwan Worawan) must be visually arresting.

Of course, Wiwan is living proof that the interesting face alone, journalistically speaking, is not everything—her two hands are quite as expressive as her pretty features, while her ability to combine Eastern culture and Western education into an international career (pp. 111-117) is a match for her charm. And just to underline the fact that feet are important, as we showed them to be in last week's issue when they were attached to legs of diplomats, a N.Y. *Daily News* photographer got the above picture when he asked members of the U.S.-U.N. delegation to line theirs up for a formal portrait.

But hands and feet notwithstanding, it's the remarkable personality that pays off. Hundreds of football games were played Saturday, for instance, but what made the Notre Dame-Texas game (pp. 23-27) remarkable was the reaction of 26-year-old Coach Terry Brennan as he watched his team win him his first game. Yousuf Karsh's portfolio of remarkable men (pp. 129-136) shows a hearteningly human aspect of that many-sided abstraction called "France" which has disappointed so many Americans so recently. Two remarkable Americans you should get to know better are a Tammany boss, new-style, who had his big night last week (pp. 30, 31), and a Republican senator, old-style, who took on his biggest job (pp. 41-44) when he tackled a fellow senator.

Other normally remarkable people, like Tallulah, came forward again, but if you have the idea that humans have a corner on remarkability, see the equine Wing Commander on pp. 123-127 and Harvey the Rabbit Shepherd on pp. 75-78.

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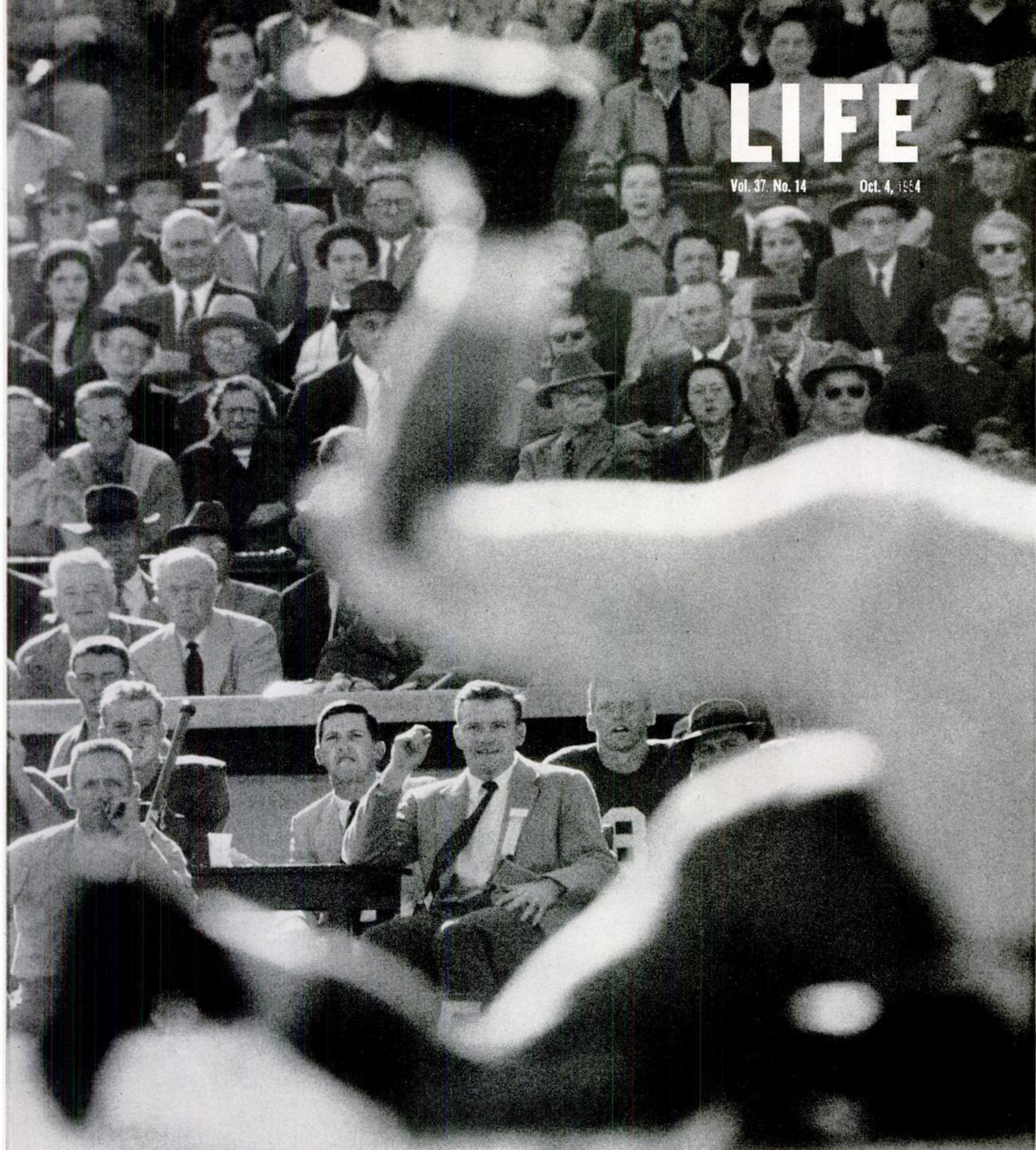
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HIS DEBUT A SUCCESS, A SATISFIED COACH BRENNAN IS SEEN BETWEEN THE LEGS OF A DIVING PLAYER AS NOTRE DAME COMPLETES A FOURTH QUARTER PASS

YOUNG COACH, OLD WINNING WAYS

The young coach, before the kickoff, spoke with wisdom beyond his years. "You've read in the papers that we are on the spot," he began, and then paused. . . . "Don't worry about it, we're always on the spot out here." The green-jerseyed members of the Notre Dame football team jumped to their feet and charged out onto the field at South Bend to open the season against big, tough Texas. The new coach, 26-year-old Terry Brennan, who last spring took over for the redoubtable Frank

Leahy, followed at a more leisurely pace. He took his place on the bench, a high place in American football.

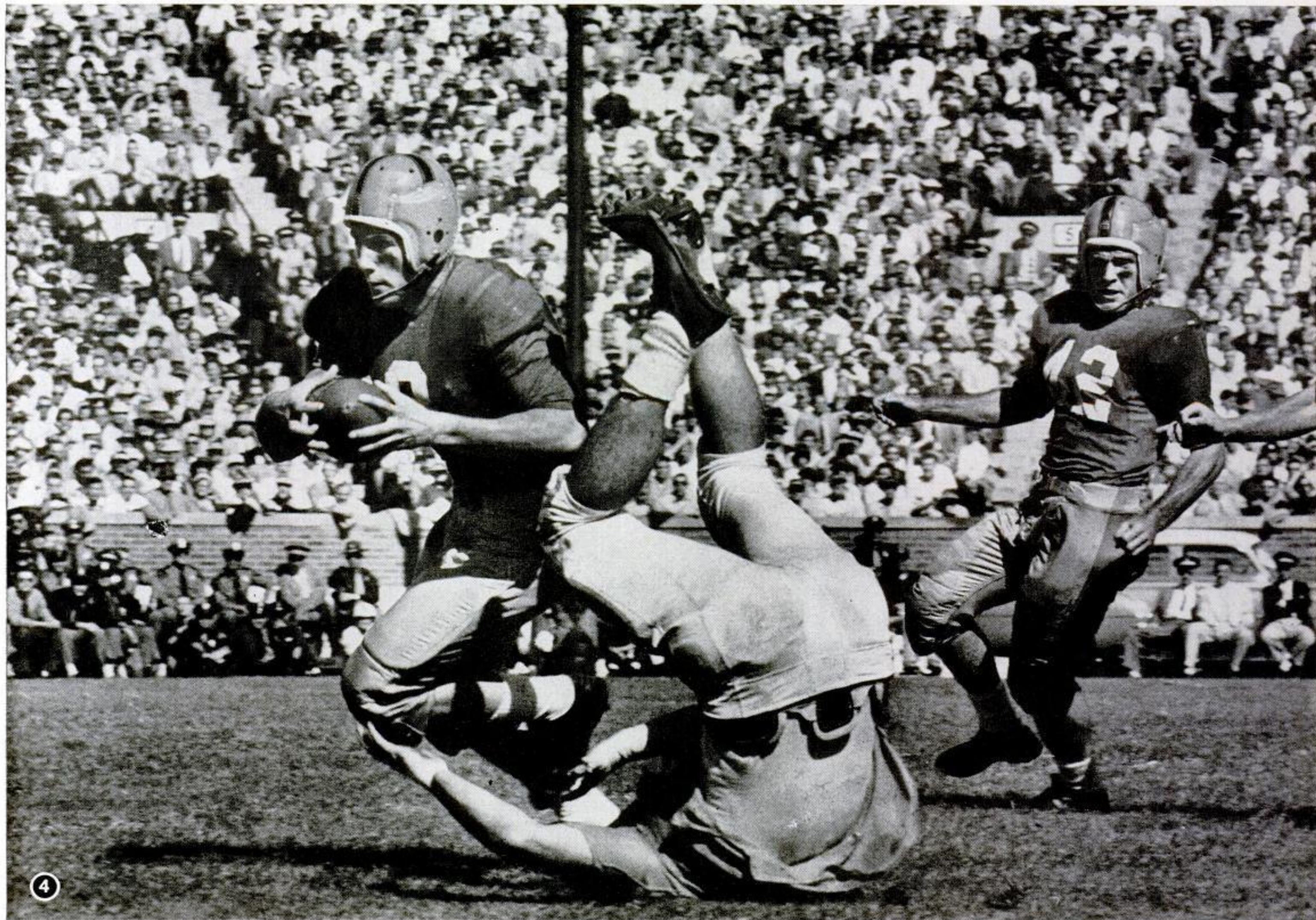
It was clear that a warm and absorbing personality had moved off the spot into the spotlight. With boyish but calculated enthusiasm Brennan waved his defense into position the way Connie Mack once waved his outfield around. As Notre Dame pulled ahead he briefly clapped his hands before he remembered his new position—and then stopped suddenly.

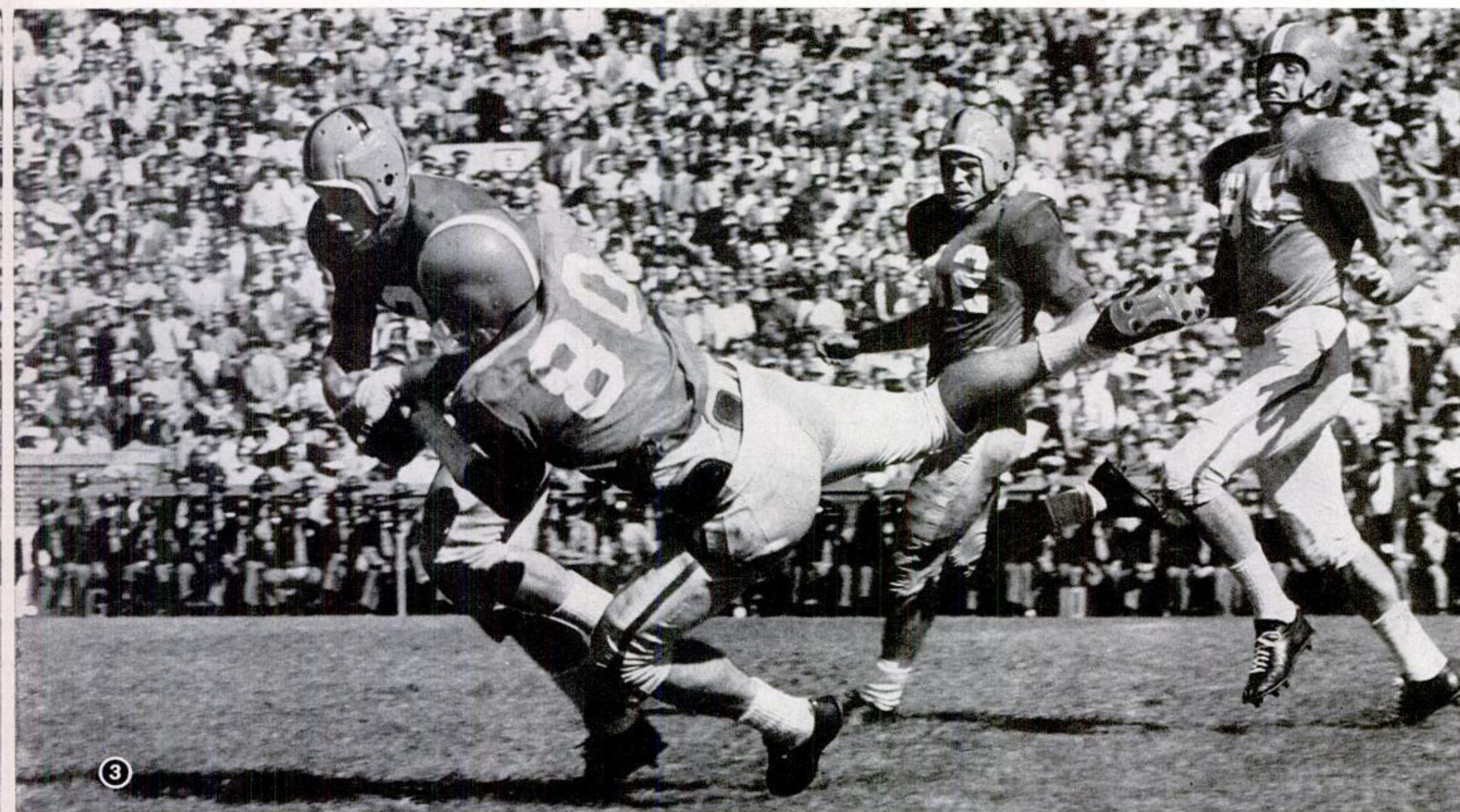
Meanwhile, the Notre Dame team was showing the results of Brennan's shrewd emphasis on pass defense, the 1954 version of the opportunism for which Notre Dame teams have always been famous. Four interceptions of Texas passes plus some costly Texas fumbles enabled Notre Dame to win the first big one for Brennan, 21-0. The new coach was not worrying about being too young for the job. "After a few games," he said glibly, "I'll age 10 years and 36 is just about right for a coach."



WHAT THE COACH WATCHED was a demonstration of typical Notre Dame alertness with a Brennan twist. Here Texas Left End Howard Moon races

for the ball, then Quarterback Ralph Guglielmi (Number 3) wins tussle for possession on the dead run and is momentarily knocked off balance. He recovers





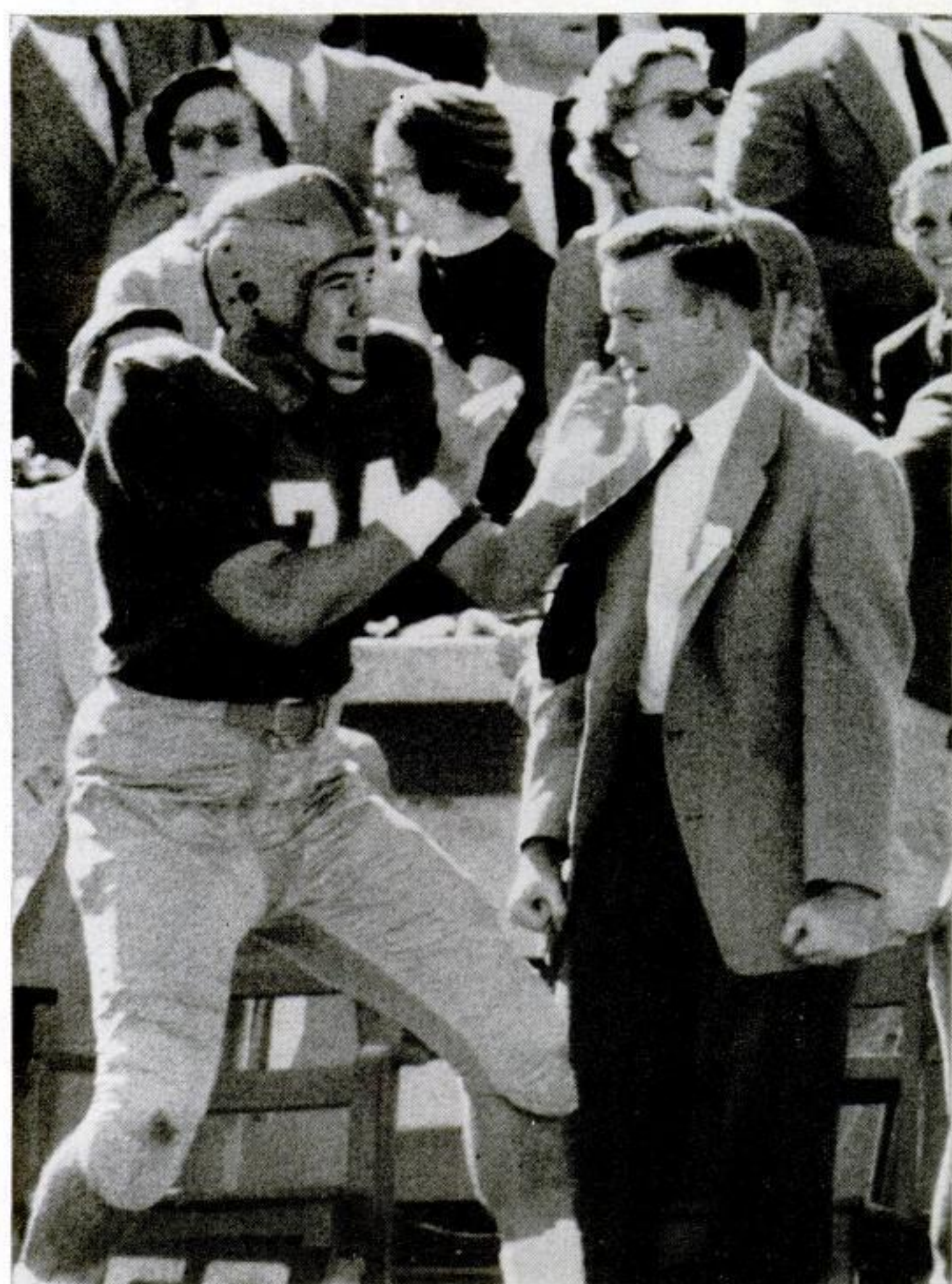
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equilibrium and breaks away to run back for additional yardage. Guglielmi intercepted three Texas passes, scored two Notre Dame touchdowns and passed

for the other. Another key man on defense was Sam Palumbo, tackle, who directed ground operations so well that Texas felt obliged to take to the air.



⑤



HOW BRENNAN OPERATED is shown in these four pictures. His raised fingers, early in the game, indicate a Texas second down. On the field phone he

gets early reports from spotter. He reacts to first Notre Dame touchdown with clenched fists. His finger in fourth picture notes an incomplete Guglielmi pass.



THE MASTER'S PRAISE, by ex-coach Frank Leahy (*left*) after game, finds Brennan hanging head modestly. The former Leahy star, who ran back opening

kickoff for touchdown against Army in 1947, hears his old coach say, "I'm very happy for you . . . I'm tickled . . . I'm the happiest man in the United States today."



FLEET COMMANDER in the Pacific's warlike waters is Admiral Pride. "I'm not out here to start World War III," he remarks, "but we're ready."



PINWHEEL POSTMAN, a helicopter from the carrier *Hornet*, hovers over the deck of the *St. Paul* to drop bags of mail from stateside for the crewmen.



RESCUE COPTER has Lieut. Commander Walter R. Harman at controls. Each of the painted life preservers marks the rescue of a ditched plane pilot.



OILER "CALIENTE," FLANKED BY A DESTROYER, PUMPS FUEL INTO TANK OF FLAGSHIP "ST. PAUL"

FLEET WATCH OFF FORMOSA

The Seventh maneuvers in East

The hard core of the U.S. Seventh Fleet—its fast carrier force—steamed restlessly back and forth in the Strait of Formosa last week, nervous and alert, as it has been ever since Communist guns began pounding Quemoy Island (LIFE, Sept. 27). Its destroyers prowled around the big ships and stood by during fueling operations. From the flight decks of its carriers, the *Yorktown* and *Hornet*, planes blasted into the sky night and day to run practice attacks or scout for valuable intelligence. Helicopters rose to hop from ship to ship or go out after fallen planes. Aboard the heavy cruiser *St. Paul*, fleet flagship, Admiral Alfred Melville Pride and his staff studied the area and kept track of the fleet's contacts with Communist submarines and aircraft.

It was hard, relentless drill and, as always in such work, there were operational accidents and losses. But just steaming back and forth, Seventh Fleet carriers were playing an important role in the Far East. The Communists are not sure what will happen if they attack Quemoy and the U.S. is not saying. Perhaps that is why, although they were poised to go as early as Sept. 6, there has been no attack.



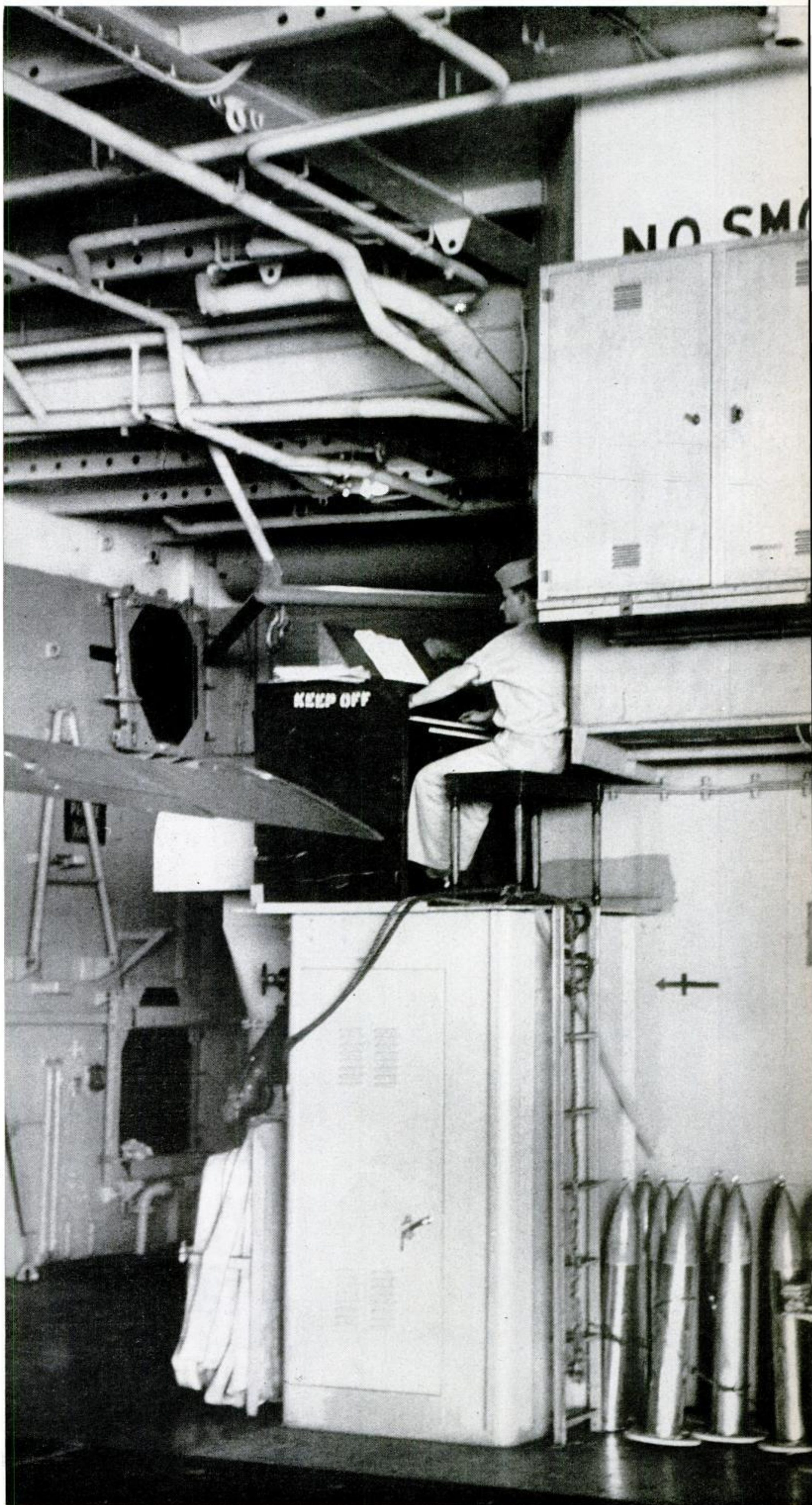
IN READY ROOM of the *Hornet's* Squadron 91, pilots hear a flyer tell how he met Red planes which flew wing tip to wing tip with him, then disappeared.



AS THE CARRIER FORCE STEAMS STEADILY ON



SUNDAY MUSIC (Onward, Christian Soldiers and A Mighty Fortress is Our God) is supplied by the Yorktown's organist for hangar deck work parties. →





RUNNING DEMONSTRATION, Roosevelt sits in locked room behind stage with his mother. He gave personal orders to his backers through a walkie-talkie.



UNMOVED DESAPIO (left) turns away as Assemblyman James McGuiness of Albany, who nominated Roosevelt, waves on the Roosevelt demonstration.



CONFERRING AMID CACOPHONY, DeSapio (right) tells aide Hyman Rosenbloom it is time to shut off the Roosevelt demonstration. It soon stopped.



DURING HARRIMAN DEMONSTRATION, DESAPIO WAVES HIS APPROVING HAND OVER THE DELEGATES

DESAPIO'S BIG NIGHT

Junior loses as Tammany boss firmly controls state convention

It had the raucous excitement of a presidential convention but the outcome was not really in doubt. While their candidate waited backstage with his mother (*top, opposite*), delegates backing Representative Franklin D. Roosevelt Jr. for governor of New York (*LIFE*, Sept. 20) whooped and hollered through a Manhattan armory last week (*left*). But the Democratic state convention was in the hands of Tammany

Boss Carmine DeSapio, and his benediction had fallen upon Averell Harriman, who won.

Roosevelt did get on the ticket when, in a surprise move, he agreed to run for attorney general and help restore unity in the party. This was an added triumph for DeSapio whose success marked the re-emergence, after a quarter century, of Tammany Hall as the ruling force in New York State Democratic politics.



LOSER AND WINNER met after Harriman victory. Said Roosevelt, "Let bygones be bygones." →

THESE ARE CASE'S REPUBLICAN OPPONENTS



RETIRED PIG RAISER Henry Krajewski, running as an Independent, says vote for him is vote for McCarthy.



FORMER CONGRESSMAN Fred Hartley, co-author of Taft-Hartley labor law, attacks Case's record at a luncheon of approving women's group called Pro America. Anti-Case Republicans are backing Hartley as write-in candidate.



EX-SENATOR'S WIFE, Mrs. Albert Hawkes, is honorary director of actively anti-Case Pro America group.



CASE'S DEMOCRATIC OPPONENT, Representative Charles Howell (left), talks plans with Governor Meyner, whose popularity will aid Howell.

A CASE AGAINST ODDS

He must fight Democrats and fellow Republicans in Senate race

Every morning last week in Rahway, N.J., an earnest, quiet man named Clifford Case bade his wife goodbye and left for another 18 hours of hard campaigning for the U.S. Senate. If vigorous, folksy campaigning could win, Case had a fine chance to be elected. But the odds were against him, for he faced not only strong Democratic opposition but a serious split in his own Republican ranks.

Case, a lawyer and former congressman with an excellent record, left a \$40,000-a-year Ford Foundation job to undertake the race. It figured to be tough. New Jersey Democrats under able young Governor Robert Meyner (left) were aggressive. The Republicans, who were badly beaten at the polls in 1953 when Meyner was elected, had been hard hit again earlier this summer by the posthumous revelation of Ex-Governor Harold Hoffman's misdeeds in

office (LIFE, June 28). But these were only a part of Case's troubles.

A group of arch-conservative Republicans, aroused by Case's open anti-McCarthy stand, let fly inaccurate charges that he was a dangerous liberal. A former Republican congressman (top, center) started promoting a write-in campaign which would cost Case needed votes, as would the seriocomic candidacy of a retired pig raiser (top, left).

The intraparty fight choked off much-needed campaign funds and weakened organizational support. To aid the beleaguered Case, House Speaker Joe Martin and G.O.P. National Chairman Len Hall visited New Jersey, and other national G.O.P. figures will follow them. With their help, and his own tireless efforts, Cliff Case was hoping he could pull an upset and defeat his strangely bipartisan opposition.



STARTING ANOTHER DAY of campaigning, Case says goodbye to his wife Ruth after breakfast, warns her that he won't be home until midnight.



INTRODUCING HIMSELF at campaign dance in Union City, Case greets Juanita Jordan. Case's first speech in Congress attacked racial prejudice.



WHOLEHEARTED SUPPORT for Case at a Union City rally comes from Mrs. Agnes Smith, who says she is for him though she is a Democrat.

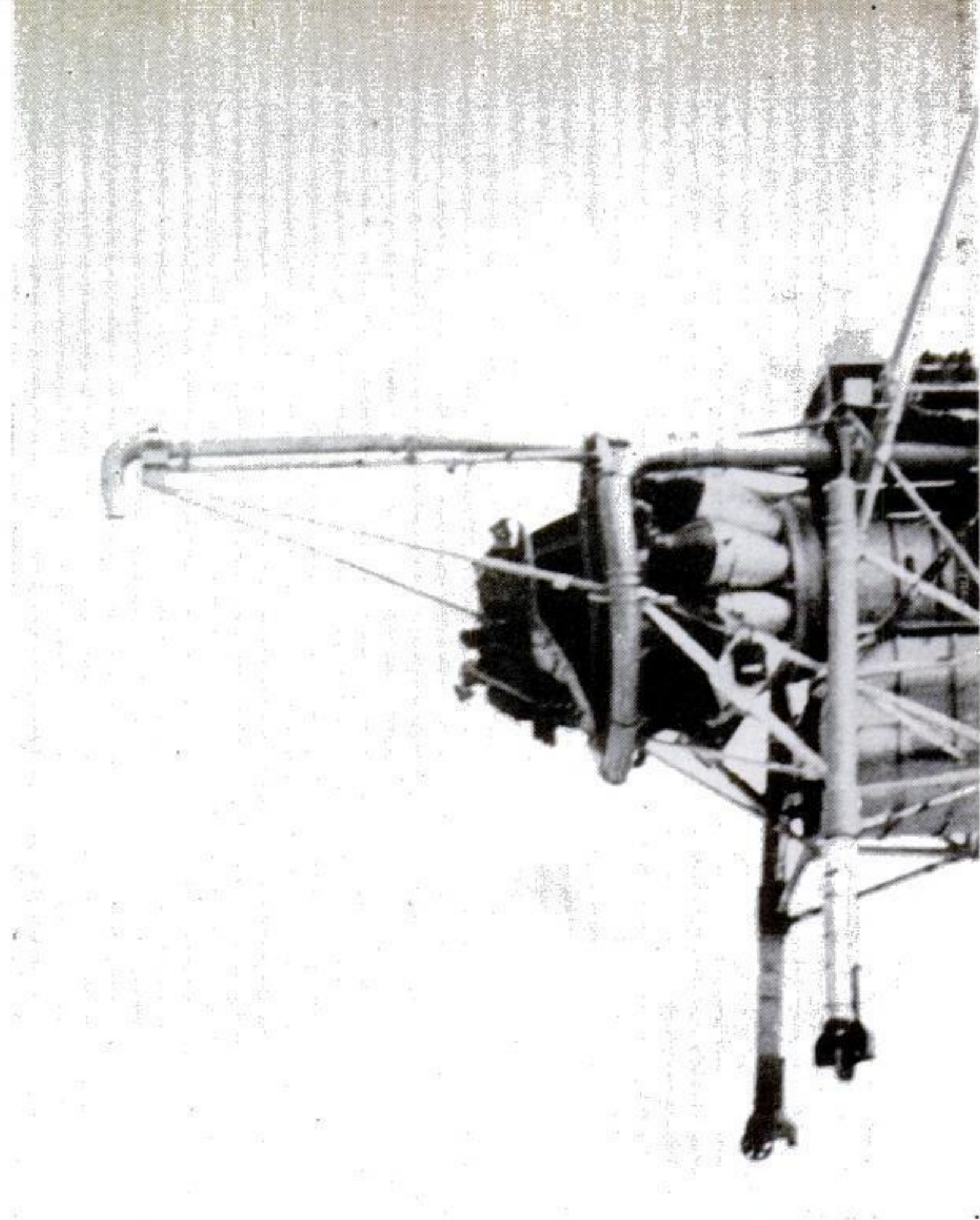


FUN WHILE FUND-RAISING finds Candidate Case (*left*) skipping nimbly around an amused onlooker to escape Mrs. Anne Montanaro who wanted to do a tango with him at a campaign dance in Union City. Case said that he was out of

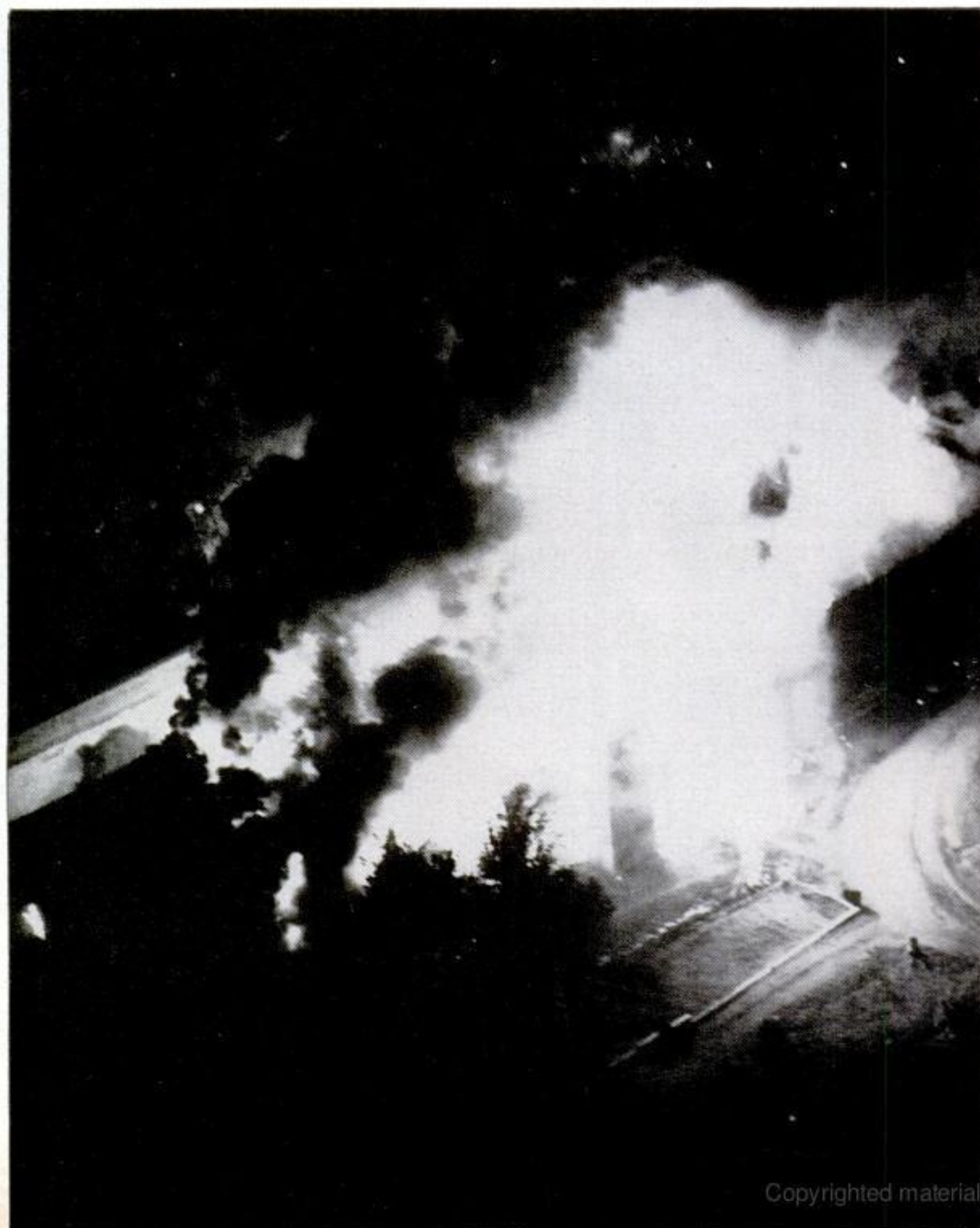
practice. Billed incorrectly as an austere intellectual, Case does his most effective campaigning at rallies like this one, where he can wander around shaking countless hands, flashing his shy, engaging grin and saying modestly, "I'm Cliff Case."

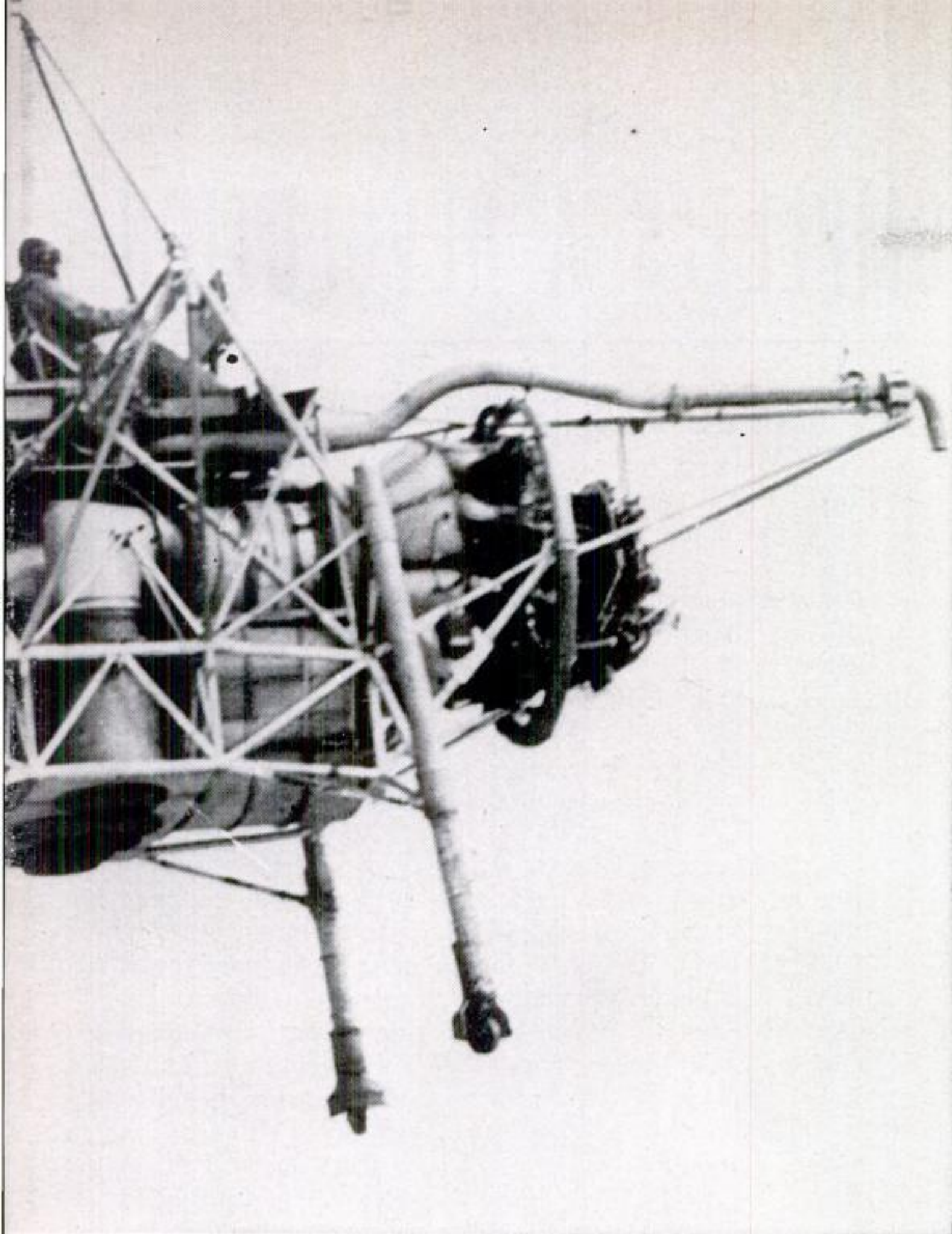


MEAN MAN IN CLUTCH With his face shadowed by a thick beard, Sal (The Barber) Maglie stood on the mound in Brooklyn and scowled. Of all the hated Giants, the Dodgers hate Maglie most. Three times this year he had beaten them. This time the Giants needed only one game to put the Dodgers out of the National League race. Maglie did it, the Dodgers were out, the Giants were in. By the time you read this he may have had different luck with the Cleveland Indians, but here he stands, a mean man in the clutch.

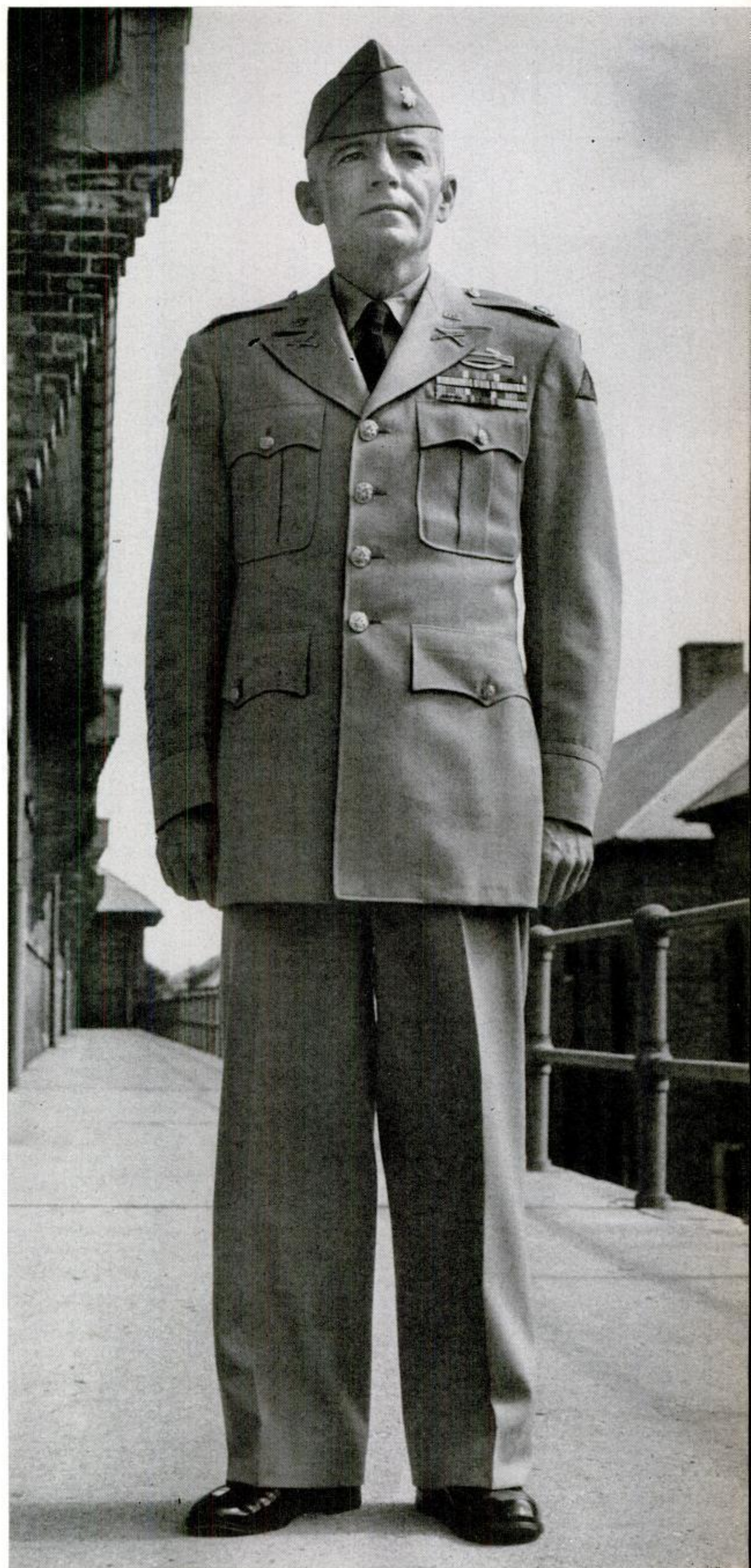


FLYING BEDSTEAD Britain unveiled a wingless, propellerless aircraft which takes off vertically, blowing itself into the air with the thrust from the downward-directed exhaust of its twin jet engines. The experimental plane was nicknamed the "Flying Bedstead" by engineers horrified at the bare-boned ugliness of its steel tubing. So far the Flying Bedstead has only risen 25 feet off the ground. But this satisfied the engineers who think they can design more conventional-looking jet aircraft which will take off vertically.





FLAMING PRISON While more than a thousand police helplessly looked on, fires blazed unchecked through the night (*below*) at the Missouri State Penitentiary at Jefferson City. They had been set by hundreds of convicts who had broken from their cells to stage the bloodiest riot in the prison's 118-year history. It took 13 hours to put down the riot, during which four convicts were killed, 30 prisoners and four guards injured. Before the fire could be put out, it had gutted seven buildings and caused nearly \$3 million damage.



CASHIERED COLONEL A court martial found Lieut. Colonel Harry Fleming guilty of collaborating with his North Korean captors and sentenced him to be dismissed from the Army. According to the proved charges, Colonel Fleming, who was imprisoned at Fort Sheridan (*above*) from May 19, participated in Communist propaganda in broadcasts, published articles and prison classes. He defended his actions on the grounds that it saved the lives of many captive GIs. Before his dismissal goes through he plans to appeal.

LABOR COMPLETES A REVOLUTION

HAVING WON THEIR OWN ACCEPTANCE, THE UNIONS ACCEPT THE PROFIT SYSTEM

The good which men do is not always interred with their bones. Philip Murray is dead, but a benevolent revolution which he set in motion is now reaching fruition in a manner that is good news for every citizen because it is good for the country. In essence, Murray's concept was that workers must fight for their rights, but that labor and management also have more interests in common than reasons for dispute. That spirit lived on last week in Atlantic City where Murray's successor—thoughtful, handsome David McDonald—rose to address the convention of the United Steelworkers of America, which both men helped found.

That had been only a short while ago, as time flies—18 years to be exact. But in that tumultuous span, as McDonald remarked, the seed planted by "just 11 of us [meeting] in a building in . . . Pittsburgh" had sprouted to 1,250,000 members. More incredible, the solid phalanx of management hostility had changed to almost universal acceptance not only of the necessity but of the desirability of dealing with the union. As McDonald put it: "Not only are we recognized by industry but we are accepted in our entire community. . . ."

Such a status requires responsibility and McDonald made clear he intends to provide it. Until now, he said, the trade union movement has had two main approaches ascribed to it: the Marxist or class-warfare approach, and the other simply a selfish I'll-get-mine pie-card approach. Neither is what is needed for the corporate democracy that exists in A.D. 1954. Marx is 65 years in his grave and the capitalism he sought to destroy was that of 1848, which is just as dead as he is. Equally out of date, McDonald went on, is "the bread-and-butter selfish union which says, 'We will get all we can and the devil take the hindmost. Forget the equities of the owners. Forget the equity of management. Grab what we can and if necessary put them out of business.'"

Then McDonald, speaking like a sober statesman, spelled out what the realities do require. "We are engaged in the operation of an economy which is a sort of a mutual trusteeship. . . . The U.S. Steel Corp. has almost as many stockholders as it has employees. Those stockholders . . . employ a group of managers. . . . Certainly the managers must give full consideration to the just claims of the workers. Certainly the working force must see to it that the steel properties are operated successfully because if they are not . . . they will have no jobs. Both . . . have an obligation . . . to the stockholders [i.e., to make profits]."

McDonald's speech is not the only evidence of the revolution—which itself is being accomplished by the *evolution* of both labor and management into recognition of their interdependence and interresponsibility. For example, consider Chrysler. It is no secret that Chrysler's labor relations with the United Auto Workers have been consistently bad and it is no secret either that one of the principal reasons was that Chrysler's management did not really accept the union in spirit while accepting it on paper. In recent months that has been only a part of Chrysler's troubles; uninspired designs and poor sales had in fact confronted it with a serious emergency. As a big part of the answer Chrysler spent millions perfecting new designs, soon to be revealed, which it believes will change the sales picture swiftly. But President Lester Lum ("Tex") Colbert also did an unprecedented thing. He went personally before 200 of the Chrysler union leaders, told them all about the still-secret Chrysler designs, told them still more frankly of Chrysler's plight.

Then he made a man-to-man appeal for help from the union in whipping the troubles. Old hands say there is a new spirit at Chrysler, a determination to pull together with the union. The same spirit worked so well at Studebaker that the union even voted to take a pay cut to help the company out of a similar hole. Like McDonald's speech, all these things are part of the new picture.

No one can say precisely where it began. Some might date it back to 1936 when Philip Murray and his band of 10 launched their battle to give a voice to workers whose unions had always before been broken by the Pinkerton spies and the dread coal-and-iron police. Others might say it began in 1937, when Big Steel broke the united front of management to sign the first agreement with Murray's fledgling union. Certainly when unions like the clothing workers' even raised money for distressed employers, it was well under way. And it had arrived, by 1952, when Big Steel's Ben Fairless and Murray finally settled that year's long and costly strike with a mutual determination never to let another happen. Fairless went over to give a talk to the union's policy committee in Washington's Mayflower Hotel. He had a confession to make. During the strike he had kept away from his old home of Massillon, Ohio because his coal miner father still lived there and "has been in the United Mine Workers all his life" and because his older brother, a member of the Steelworkers, had joined the strike. He had often in the past told Murray, "There must be some better way to handle this thing than slugging it out." Then Fairless announced that he and Murray had agreed to make a trip together, visiting the company's principal plants and talking to all the workers—"I'm going to find out what you're thinking about, and you may be interested in some of my problems." When he was done the union leaders were standing and applauding and Murray, in his clipped Scot's brogue, was crying: "This is an unprecedented thing in the history of labor organizations."

Death cut Murray down before he could make the tour. But last fall Fairless and McDonald started it together. They have visited several plants. They have kept reporters and cameramen away so that their work would not seem to be a publicity stunt. When the union gave a dinner in honor of its new president, Ben Fairless spoke: "Even when I have disagreed . . . I have never doubted for a moment that he was striving honestly and sincerely to promote the welfare of the American people. And when any man battles in that cause he commands my wholehearted respect . . . the only real reason man was put on this earth in the first place was to try—in his own way, and as best he could—to improve the lot of his fellow men. . . ."

This the revolution has achieved. So many quantitative changes have taken place for U.S. labor that, as in physics, they have brought a change in quality as well. The worker has risen to a new level of opportunity, dignity and social status (his gains continue; McDonald announced that the latest 20¢ boost is a \$550 million raise for the steelworkers). In the American corporate democracy of 1954, no manager in his right mind wants to roll back the high wage standard which supports the equally high consumption of a prosperous economy. Nor do unions, whose growing pension and welfare funds (\$17 billion) are largely invested in corporate stocks, wish to destroy the profit system. At a time when managers talk like organizers and organizers talk like managers, both make sense.



How to get your child to eat

NEXT TIME your youngster has one of those infuriating "I'm not hungry" spells, here's a helpful suggestion.

Set a hungry-making dish of Franco-American Spaghetti on the table—and *leave the child alone.*

As you know, youngsters will always eat what they *like*, and children adore this spaghetti with rich tomato sauce. It's such *fun* to eat. Many of them seem *to* like it even better than "homemade" spaghetti.

Fortunately for you, Franco-American Spaghetti is a wonderfully *nutritious* food for your child to have.

For instance, did you know that a serving of Franco-American Spaghetti contains more body-building protein than a farm-fresh egg? And that it's loaded with *energy* which children must have every day?

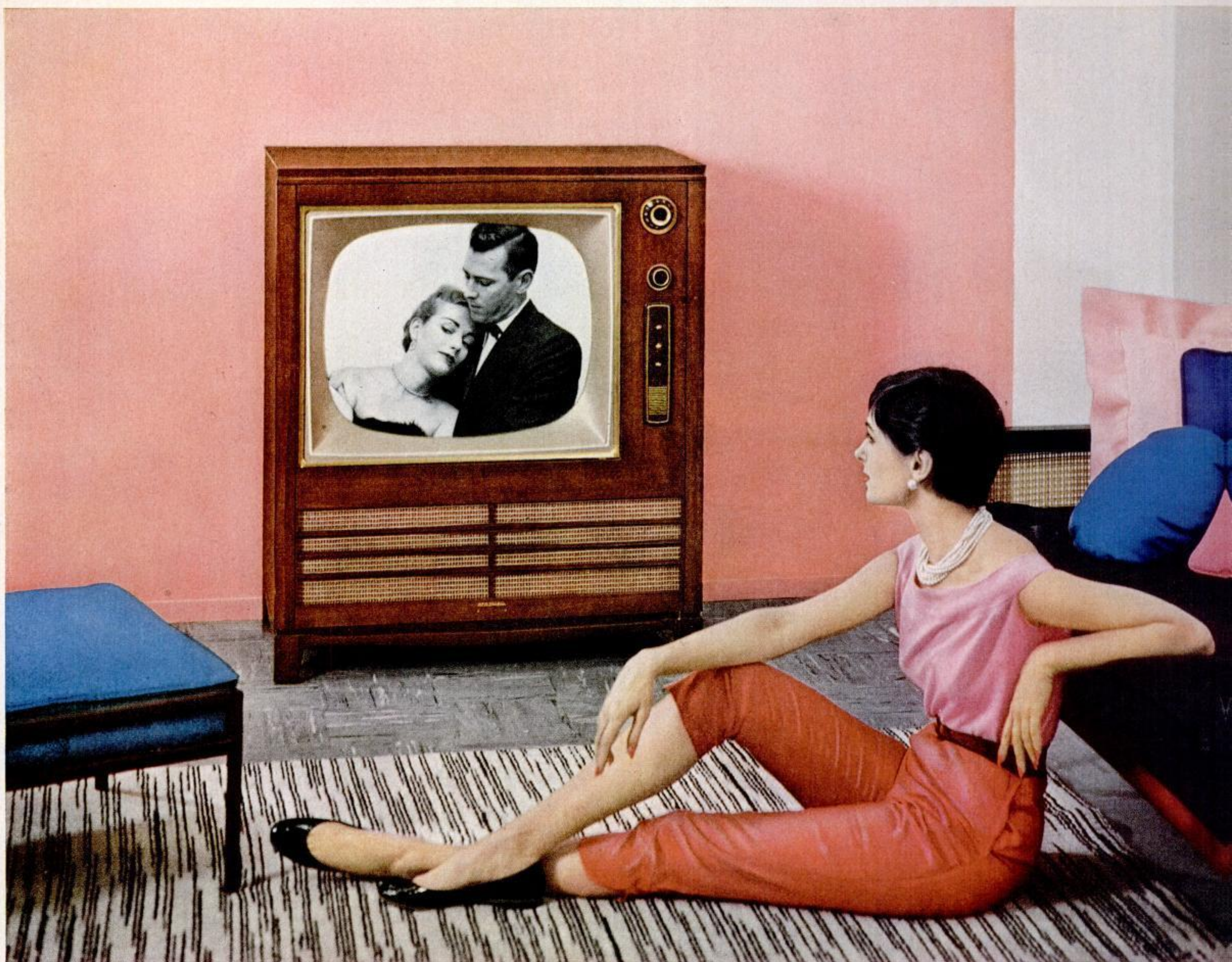
As in all Franco-American foods, the ingredients that go into our Spaghetti are superlative. Aged natural Cheddar cheese.

Vine-ripened tomatoes with an ancestry as long as your arm.

And we might add that it isn't only *children* who have made Franco-American the most popular Spaghetti of all. Papas and mamas like it too. It's easy to prepare, and it costs *less than eight cents a serving!*

FRANCO-AMERICAN
Spaghetti





Announcing great new RCA



◀ Swivel Console With 3 Speakers.

From every angle, the new 21-inch *Carrol* is sensational! Want to watch TV from a different position? Don't change your chair or swing the console around—just turn the top! It swivels! Its *three* speakers surround you with new "Golden Throat" Fidelity Sound. Finished in grained mahogany; grained limed oak, extra. Model 21S526. \$359.50.

▶ Compact 3-Way Combination.

RCA Victor's striking new *Gaynor* takes no more room than a regular TV console. Yet it triples your pleasure—combines TV with AM radio and automatic three-speed "Victrola" phonograph. Fits where no ordinary combination could. In mahogany finish; blond tropical hardwood, extra. Model 21S548. \$399.50.



High-Fashion "Low-Boy." New silhouette for a television set! RCA Victor's 24-inch *Bartram* has that long, low look that decorators are so excited about. Perfect for use where a regular console would be too tall . . . out of place. Beautiful—functional, too! The channel dial is mounted high—lets you tune gracefully, without bending. In mahogany finish; blond tropical hardwood, extra. Model 24S531. \$395.

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Scientific measurements by light meter show an improvement of 212% in picture contrast. In all models from \$199.95 up, the RCA Victor "All-Clear" picture tube is *aluminized* to give you the blackest blacks and the whitest whites you've ever seen on TV. Dark-tone safety glass kills outside glare. Result—TV's clearest, finest picture!



New "Easy-See" VHF Tuning Dial with readability stepped up 59%. King-size numbers slant up to meet your eye. No groping or fumbling for the station you want. (High-Speed UHF Tuner optional, extra cost.)

New "Golden Throat" Fidelity Sound. The exclusive RCA Victor balanced tone system gives you new tonal depth and clarity.

This Year's Brightest TV Ideas! Three are illustrated on these pages—TV sets that help you to create smarter interiors. Your dealer will also show you RCA Victor Television Deluxe—other high-style models with the finest modern and traditional cabinetry. And don't fail to see the amazing values in table models, like the new 17-inch RCA Victor *Trent* at \$149.95. With so many models—and with such a wide price range—you're certain to find exactly what you want. Before you buy . . . before you pay . . . see and hear RCA Victor.

RCA Factory Service available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for full details.

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THE COMMITTEE ON McCARTHY CENSURE, FROM LEFT: CHAIRMAN WATKINS, SENATORS CASE, ERVIN, CARLSON, JOHNSON, STENNIS, COUNSEL CHADWICK

'JUST A MOMENT, SENATOR'

Adjectives from Watkins committee report: 'contumacious, contemptuous, insulting, reprehensible, unworthy, denunciatory, vulgar, unjustified, inexcusable.' Recommendation on McCarthy: censure

by HARRY JOHNSTON, *TIME-LIFE Washington Bureau*

WHEN the names of the six senators who would serve on the select committee to investigate censure charges against Joe McCarthy were made public eight weeks ago, a cynic on Capitol Hill popped the cigar out of his mouth and observed that it was the weakest committee he had ever seen in Washington. This was by no means a general sentiment, although there were few who did not agree that the committee could have been more muscular.

It was no secret that such stalwarts as Georgia's Richard Russell and Walter George and Colorado's Eugene Millikin had found reasons for declining a request to sit on the committee. Since the six who finally consented to serve had been taken from the second echelon, so the reasoning went, a great opportunity—created by the censure resolutions proposed and amended by Senators Flanders, Fulbright, Morse, Smith and Bush—to put McCarthy in his place would be lost. It was freely predicted that McCarthy would romp roughshod over this committee's proceedings as he has over all such groups before.

This week the committee headed by Arthur Watkins of Utah released its report and dumbfounded the cynics. The 65,000 words revealed that the committee had skillfully and conscientiously reduced the 46 charges against McCarthy to five. It found him guilty as charged on two, and reprimanded him, though not recommending censure, on three others. And it recommended that the Senate resolve "that the conduct of the senator from Wisconsin, Mr.

McCarthy, is unbecoming a Member of the United States Senate, is contrary to senatorial traditions, and tends to bring the Senate into disrepute, and such conduct is hereby condemned."

The Senate will reconvene Nov. 8 to consider the Select Committee's report. Whether or not it heeds the recommendation, the rambunctious career of the junior senator from Wisconsin has had a serious check—the first in the eight years during which he has been waging a guerrilla campaign against both political parties with disruptive effects at home and disastrous effects on American prestige abroad.

The first hint that Joe McCarthy would not be allowed to make a shambles of the

Watkins committee operations came from Chairman Watkins himself. He did not hesitate at the very beginning to silence McCarthy's attempted interruptions with an unrelenting gavel (*LIFE*, Sept. 13). As McCarthy tried time after time his old, hitherto effective tactics of wild diversion, Watkins usually cut him off with a decorous but devastatingly icy "Just a moment, Senator."

Still, many continued to pooh-pooh the possibility of the committee's emerging with anything more than a pussyfooting report. They could justify their attitude by citing the records of the six senators who comprised the committee.

Certainly little in their senatorial careers promised much hope of decisive or dramatic action. The political philosophy of most of the six is perhaps best summed up by Democrat Samuel Ervin of North Carolina, who not long ago avowed, "I believe in clinging to the tried and true landmarks of the past, but I am willing to test the soundness of new ideas." Among the "tried and true" these men cherish are the dignity and traditions of the Senate as a senior legislative body made up of elder statesmen. Daniel Webster said it for them when he described the Senate as "... a hall for mutual consultation and discussion; not an arena for the exhibition of champions."

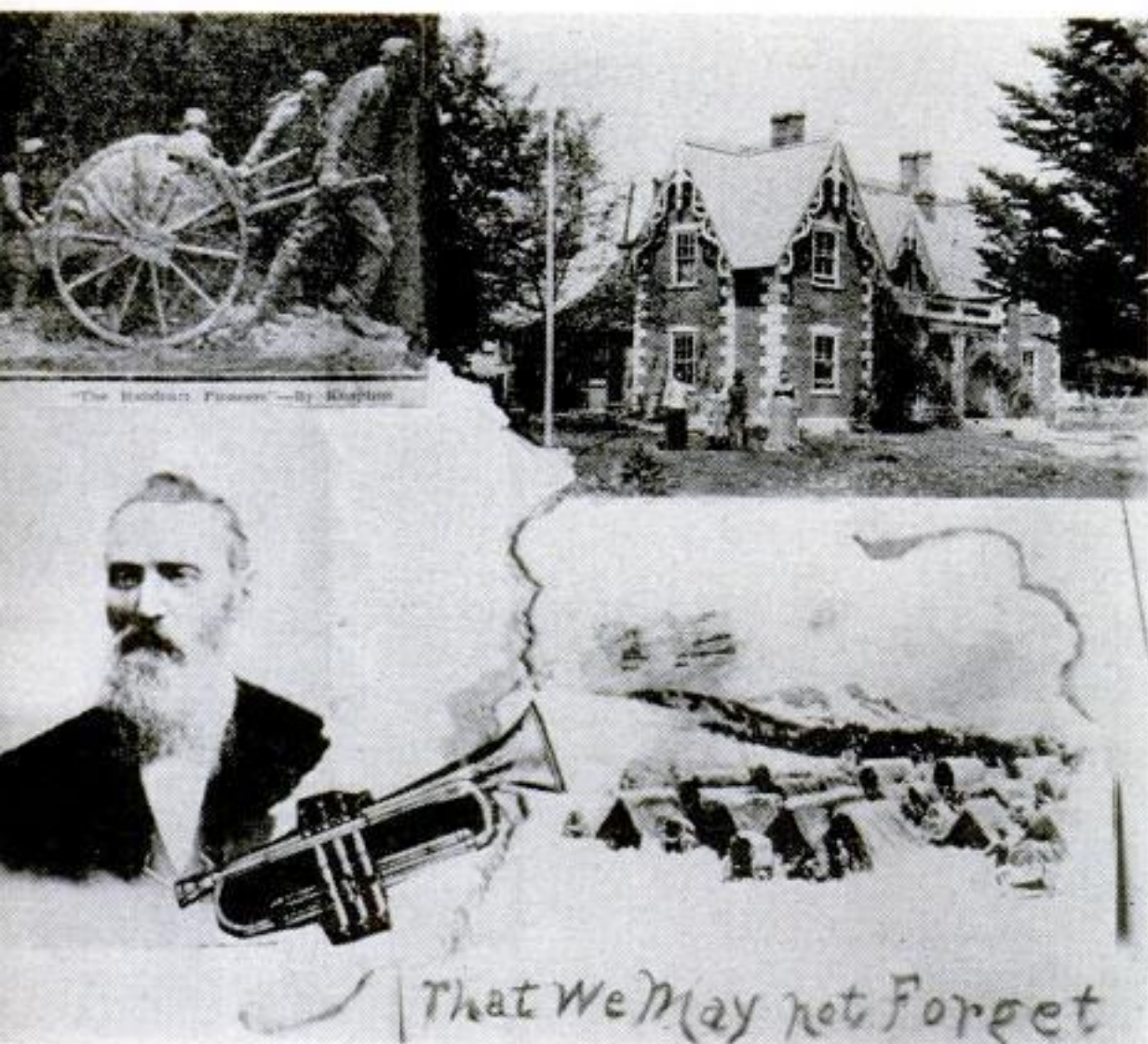
Of the three Republicans—Arthur Watkins of Utah, Francis Case of South Dakota and Frank Carlson of Kansas—only Carlson had become any sort of a national figure, mainly because of his preconvention backing of Dwight

BEFORE HEARINGS, UNWORRIED McCARTHY AND WIFE TALK



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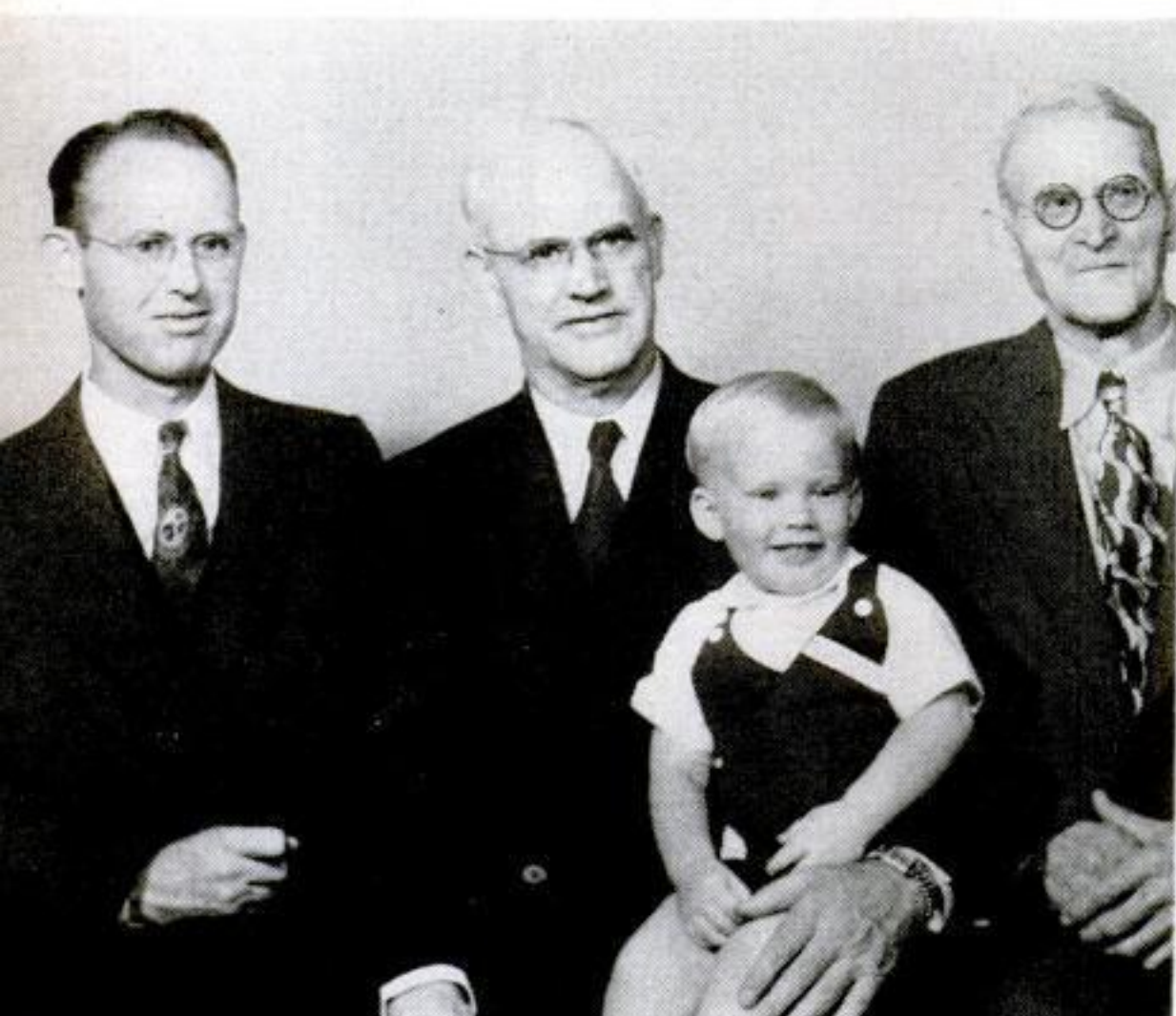
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WATKINS ALBUM commemorates pioneer past: upper left, statue of cart such as grandfather pulled across plains; upper right, Utah homestead; lower left, Grandfather; lower right, camping pioneers.



AT COLLEGE, Brigham Young University, Watkins (first row, right) played forward on 1905 basketball team—he says he was “hard to catch”—and worked to help pay his expenses of college work.



FOUR WATKINS GENERATIONS are named Arthur. Here senator holds grandson on lap and is flanked (left) by his son, who heads the language department at Brigham Young, and 89-year-old father.

Eisenhower. But since 1952 he has not been notably in the vanguard of those working for Eisenhower legislation. Francis Case is known as the “amendingest senator” on the Hill. A small bald man with a nasal twang, his pockets usually bulge with scraps of paper covered with ideas for amendments on everything from housing to foreign aid.

Of the three Democrats—Ervin, John Stennis of Mississippi and Edwin Johnson of Colorado—the bearlike Johnson is not only the most impressive figure of a man but also the most impressive as a senator, for about him lies the dignity of 17 years’ service and of friendship with the powers in his party—although his voting record is highly independent. More regular party men but less tested are the two Southerners, Ervin and Stennis. Ervin’s senatorial pronouncements have been pretty much on the order of his conclusion about old landmarks and new ideas. Stennis has introduced some sense and moderation to the post formerly held by the late, ranting Theodore Bilbo.

Here, then, from their parties’ viewpoints, were five of the most middle-of-the-road senators to be found. The record of the sixth, Chairman Arthur V. Watkins of Utah, followed the pattern. But middle-of-the-road politically is not necessarily middle-of-the-road morally. And as far as both his God and the U.S. Senate are concerned, Arthur Watkins has some pretty exact moral principles.

Arthur Watkins’ eyes glow with pride when he talks about his Mormon forebears. In 1856 his grandfather, English-born John Watkins, joined 600 migrants who pulled handcarts across the mountains to Utah. He accumulated three wives and 32 children and became a leading citizen.

Watkins was born in the village of Midway, Utah on Dec. 18, 1886, one of a family of five boys and four girls. He toddled off to Mormon Sunday school before he was 3 and was ordained a deacon at 12. At 16 Watkins entered Brigham Young University in Provo. Between classes and odd jobs he found time to make the varsity basketball team.

At 20 Watkins was told that he had been picked for his church’s Eastern Mission. Mormon missionaries receive no pay and must foot all their own bills but Watkins accepted the call happily. He was dispatched to Newark, where he distributed Mormon tracts from door to door and held street meetings in which he had to shout over the rumble of brewery trucks and the thumping of rival Salvation Army bands.

After finishing two years of mission work, Watkins decided to stay in the New York area and study law. He talked Harlan Stone, then dean of Columbia Law School and later Chief Justice of the U.S. Supreme Court, into admitting him to Columbia despite his shortage of college credits.

Returning to Utah with his law degree in 1912, he was greeted with the news that he had been nominated as Bull Moose candidate for district attorney. In the subsequent campaign he was, in his own words, “a rip-snorter,” but a Republican edged him out in the election.

In 1913 Watkins married Andrea Rich, the daughter of a Mormon elder, and before long, the first of their six children was born. After a second snub at the polls Watkins opened a law office in Salt Lake. The clients were numerous, Watkins’ schedule hectic. One day in 1919 an ulcer became perfo-

rated and Watkins almost bled to death.

Watkins had to give up law and politics and subsequently spent eight years farming. To this day he is subject to fainting spells from fatigue. His political opponents have on occasion warned the voters not to elect a man “with one foot in the grave.” Watkins has responded that the foot in question was only in “my opponent’s grave.”

In 1927 Watkins moved his family to Orem, a town six miles north of Provo, where he bought some fruit groves. Here he also opened a law office and in 1928 decided to re-enter politics as a Republican. He was elected a judge in the same district that had twice rejected him as a Bull Mooser.

Defeated when he ran for re-election after one term, Watkins returned to his farms and his law office. As a community and church leader, he promoted marketing cooperatives and cooperative health plans.

If Watkins’ cooperative activities alarmed his more orthodox Republican friends, he calmed their fears with bitter and blustering abuse of the New Deal. He ran for Congress in 1936 but was badly defeated.

In 1946 he ran for the U.S. Senate and made it, though by a small margin, largely because of Democratic overconfidence and the postwar restlessness of Utah voters.

Duty calls Arthur Watkins

BEFORE he became chairman of the committee investigating McCarthy, Watkins could claim no outstanding legislative achievements. Most of his efforts were devoted to the fields of reclamation and Indian affairs. In the 1952 pre-convention maneuvering Watkins was a Taft supporter. After the convention Watkins pronounced himself a solid Eisenhower man. But his Senate record of Administration support has been spotty. He backed the Bricker amendment and this year he voted against mutual aid, although he had approved it in other years.

When Republican Majority Leader William Knowland first asked him to serve on the Select Committee on the McCarthy censure charges, Watkins reminded Knowland that his health was not very good and that he was working overtime trying to push the Colorado River water storage project through the Senate. Knowland agreed but insisted that it was Watkins’ duty to serve. “Duty” clinched it. On that basis, Watkins sighed, there was no alternative.

The committee’s first problem was to establish ground rules that could be enforced even on so elusive a principal as Joe McCarthy. With rare and swift unanimity the committee members agreed to conduct the hearings as quasi-judicial proceedings, with the rules of a trial court governing evidence.

The hearings had been in session for two hours on the first day when Joseph R. McCarthy first learned the futility of locking horns with Arthur V. Watkins. As McCarthy and his lawyer attempted to start a rhubarb over the impartiality of Senator Johnson, McCarthy seized the microphone and rasped the ancient “Mr. Chairman. . . .” “Mr. Chairman. . . .” Watkins leaned forward, stared coldly at McCarthy and in a dry, clipped voice told him, “The senator is out of order.” McCarthy persisted. Five times Arthur Watkins’ gavel banged down. “We are not going to be interrupted by these diversions and sidelines,” he said. “We are going straight down the line.”

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EITHER WAY

The world's Best shave

*Pronounced Mō-Lay



HENNING, the senior senator from Missouri, was member and then chairman of elections subcommittee whose investigations McCarthy defied in 1952.



HENDRICKSON, the junior senator from New Jersey, a member of the 1952 Hennings group (top), was singled out by McCarthy for strong personal attack.



ZWICKER, commandant at Camp Kilmer during McCarthy's investigation of Major Peress, got tongue lashing from senator as "uncooperative."



FLANDERS, senator from Vermont, introduced this year's resolution calling for Senate censure of McCarthy, who had previously called him "senile."

And straight down the line they went. At the outset they had winnowed the charges down to five by combining duplications and eliminating some as not pertinent. These are the five:

1. "Contempt of the Senate or a senatorial committee," referring to McCarthy's defiance of the 1951-52 Gillette-Hennings subcommittee which looked into his finances;
2. "Encouragement of U.S. employees to violate the law," referring to McCarthy's asking government personnel to send him security documents;
3. "Receipt or use of confidential or classified documents," referring to the famous "2 1/4 page FBI letter" produced by McCarthy during the Army hearings;
4. "Abuses of colleagues," referring to his personal remarks about Senators Hendrickson, a member of the Gillette-Hennings subcommittee, and Flanders, who introduced the censure resolution, and about others;
5. "Incident relating to Ralph Zwicker," the Camp Kilmer commandant whom McCarthy called an "arrogant and evasive" committee witness.

The report makes it clear that the principal concern of the Watkins committee members was to restore dignity to the Senate. The largest single section of the document is given over to charge number one, concerning the Gillette-Hennings subcommittee. That group had repeatedly invited McCarthy to appear before it to discuss certain charges against him. These included income tax evasions, improper handling of campaign funds, accepting fees from private corporations illegally. McCarthy refused to appear, denounced the committee's work as a "dishonest use" of public money and argued that his recent re-election in Wisconsin made the investigation academic.

The Watkins committee disagreed. The Gillette-Hennings group was correctly acting on behalf of the Senate and McCarthy's attacks on it were "unworthy" and "unjustified." The final conclusion was that his behavior had been "contemptuous, contumacious and denunciatory without reason or justification" of the Senate itself. "For this conduct it is our recommendation that he be censured by the Senate."

The same concern for the rules of the Senate and the dignity of senators shows in the committee's findings on charge four, that McCarthy had abused colleagues Ralph Flanders of Vermont and Robert Hendrickson. McCarthy had described Flanders as "senile" and had referred to Hendrickson as "a living miracle without brains or guts."

To an outsider the two descriptions may seem

equally "vulgar," "base" and "improper" but the committee saw a distinction. It dismissed the charge concerning Flanders on the grounds that McCarthy may have had provocation. After all, Flanders had referred to McCarthy as a "Dennis the Menace" and had compared him to Hitler.

The case of Hendrickson was different. When McCarthy had castigated him, he was not attacking a political opponent but a member of a Senate subcommittee carrying out a function of the Senate. The committee included McCarthy's treatment of Hendrickson in recommending censure under charge one.

McCarthy's treatment of Brig. General Ralph Zwicker as a witness before his committee was the second count that earned him a censure recommendation. Watkins let McCarthy's lawyer conduct what McCarthy would undoubtedly refer to as a "vigorous" cross-examination of the former Camp Kilmer commander. If Zwicker were indeed arrogant, evasive and irritating, as McCarthy had complained, he certainly would have revealed some of these unpleasant traits under another vigorous cross-examination. Zwicker's behavior instead led to the conclusion that "the conduct of Senator McCarthy toward General Zwicker" was "reprehensible" and "inexcusable."

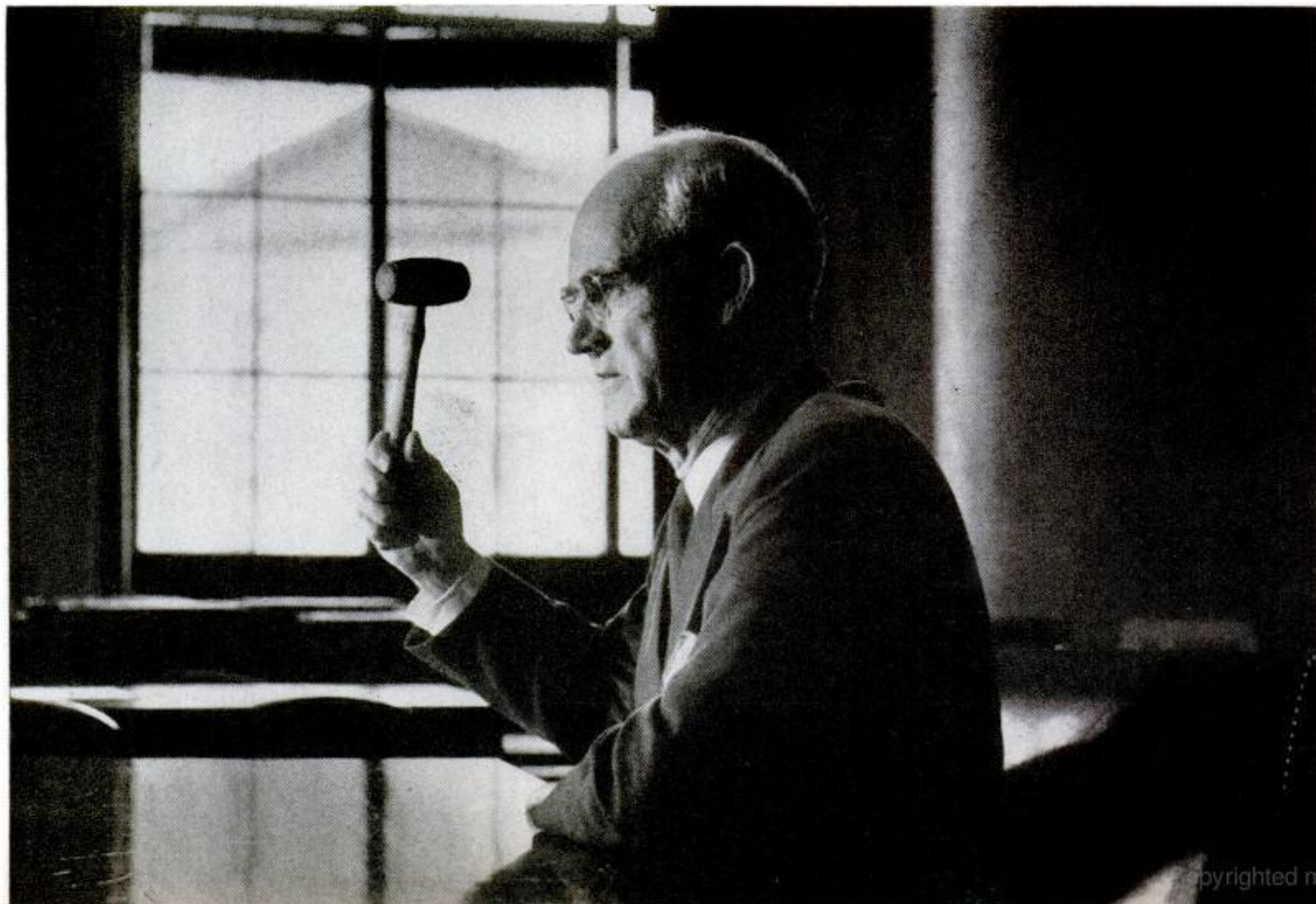
While the committee found McCarthy uncensurable on the "two and a quarter page FBI letter," its tone indicated the finding was arrived at reluctantly. In offering to make public the contents of the report, the committee decided, McCarthy had made a "grave error" and had manifested "a high degree of irresponsibility." In mitigation the committee pointed out that McCarthy was enduring "stress and strain" at the time.

McCarthy's invitation to government employees to pass over classified information to him without authority, the committee decided, warranted further Senate study.

Before the hearings had started Democratic Senator Albert Gore of Tennessee had approached Watkins, expressed his dismay over the manner in which the Army-McCarthy hearings had been conducted and said he hoped that Watkins would succeed in maintaining more decorum. "If I don't have decorum," Watkins replied instantly, "there won't be any hearings."

As the hearings drew to a close, with this aim an accomplished fact, another senator commended Watkins, telling him he had done much to restore prestige to the U.S. Senate. Watkins' eyes flashed. "A lot more of it will be restored," he snapped, "when we get our report out."

THIS IS THE GAVEL WHICH A STERN ARTHUR WATKINS WIELDED TO "MAINTAIN THE DIGNITY OF THE U.S. SENATE"





Your feet never had it so LIGHT!

Every step will be ounces lighter...

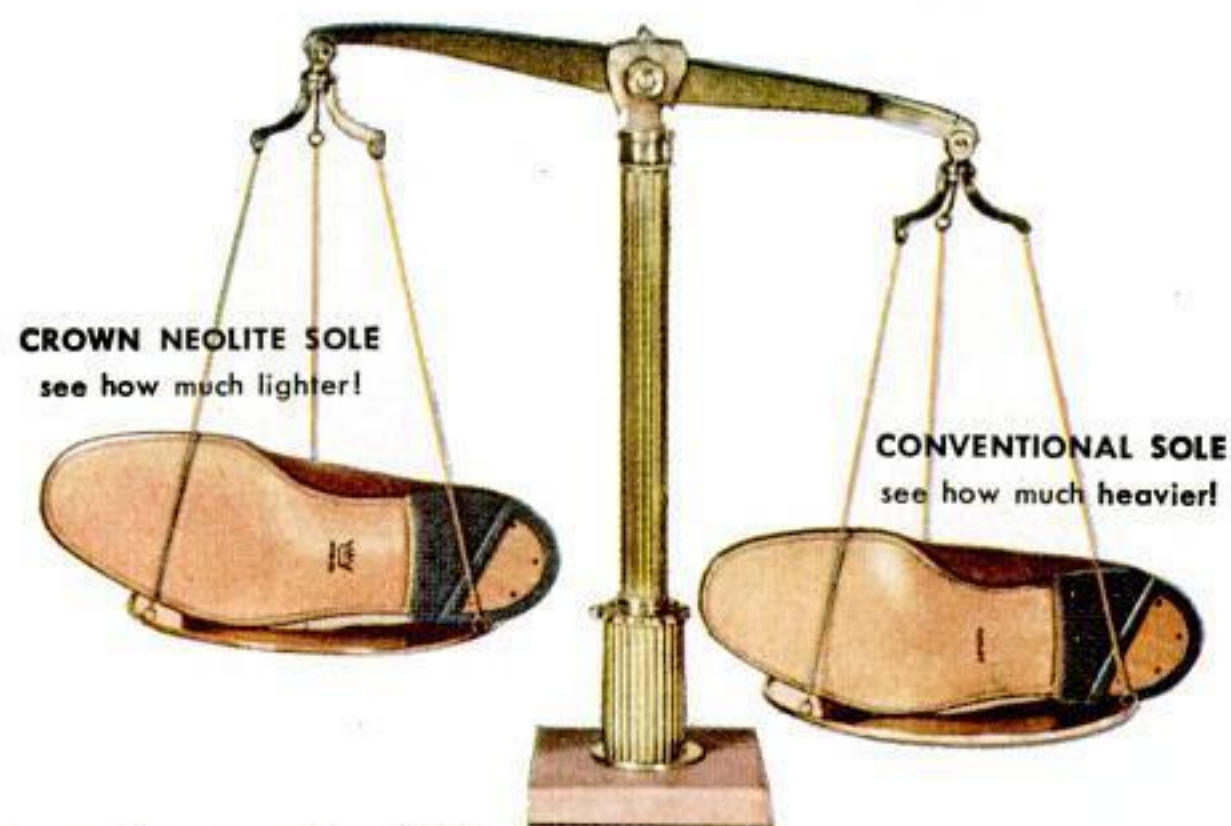
your feet will lift a ton less every day!

It's a fact! New CROWN NEOLITE Soles are so much lighter they save your feet a *ton* of needless lifting every single day!

They're the lightest, most comfortable soles *ever* made for street wear!



NEW CROWN NEOLITE SOLES



Far lighter . . . far more flexible!

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New comfort . . . same famous wear!

They're *easy-going* from the first step in the morning to the last step at night! And they give all the extra wear that made NEOLITE famous! On new shoes or re-soles—*Step On It!*

Before you put your money down, be sure you turn the bottoms up! Look for the name NEOLITE. Without that name, it's *not* the same!

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This is the Supreme Test of a Fine Bourbon

Old Forester in a snifter? Yes, indeed, strange as it may sound. Because more and more discriminating drinkers are now enjoying this great bourbon as an *after-dinner* drink, as well as in their

favorite highballs and cocktails. And it's the finest compliment they've ever given Old Forester...

It's a compliment because a snifter is uniquely designed to demand the utmost of any liquor it contains. Yet

here is a *bourbon*—traditionally rich in hearty, full-bodied flavor—that also gives you the delicate aroma and rare excellence so vital in an after-dinner drink.

You need only try Old Forester

once to see how remarkable this bourbon is. In a snifter, on the rocks, or in your favorite drink, you'll immediately know why it is constantly said of Old Forester, "There is nothing better in the market."

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

HERE WERE BAD OLD DAYS IN 'MOST SINFUL CITY'



BEST CUSTOMERS of Phenix City, Ala. were Fort Benning soldiers, represented here by boots pawned to man who had gambling place next door.



OPPOSITION'S FATE in nation's "most sinful city" is represented by what happened to the house of reformer Hugh Bentley in January 1952.



VIOLENCE ON A MAIN STREET in May 1952 brought bodily assaults on Crusader Bentley and his 16-year-old son Hughbo. At right Bentley reels from vicious attack while Hughbo staggers against car under blows of assailant (center). Of three attackers two were not arrested and one was only fined.



BEFORE HIS MURDER Albert Patterson (right) is congratulated on winning Democratic attorney general nomination. Killers have not been found.



THE GUARD MOVES IN and Major General Walter ("Crack") Hanna makes inspection tour to let Phenix City citizenry have a look at the man in charge of "martial rule." Nickname comes from his accuracy with pistol.



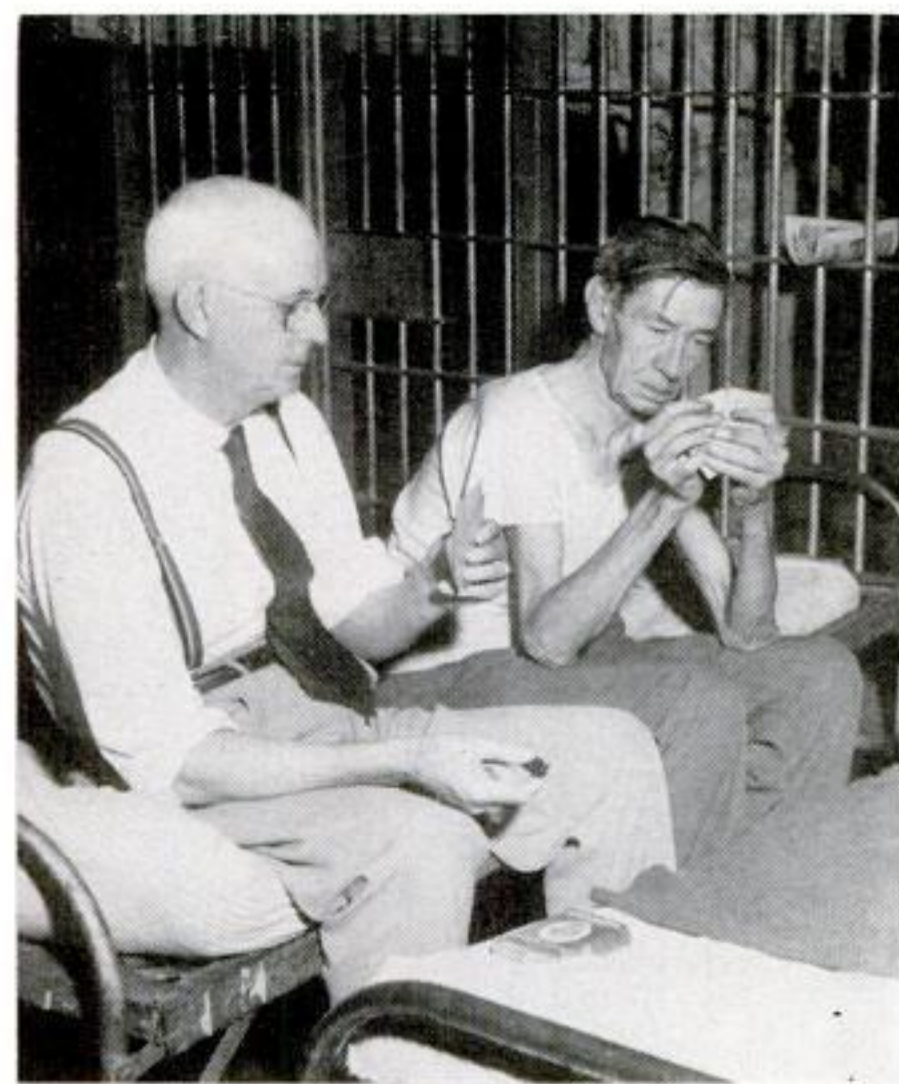
PRAYERS FOR CITY are offered by the ministers of the town, who later tried to get famed Evangelist Billy Graham to hold revival there. General Hanna overruled them for fear large crowds he draws might lead to violence.



ARRESTED POLITICAL BOSS, Hoyt Sheppard, signs his bond after his arrest on charge of leasing property to gamblers. Sheppard's partner Jimmy Matthews waits at left to sign his own bond.



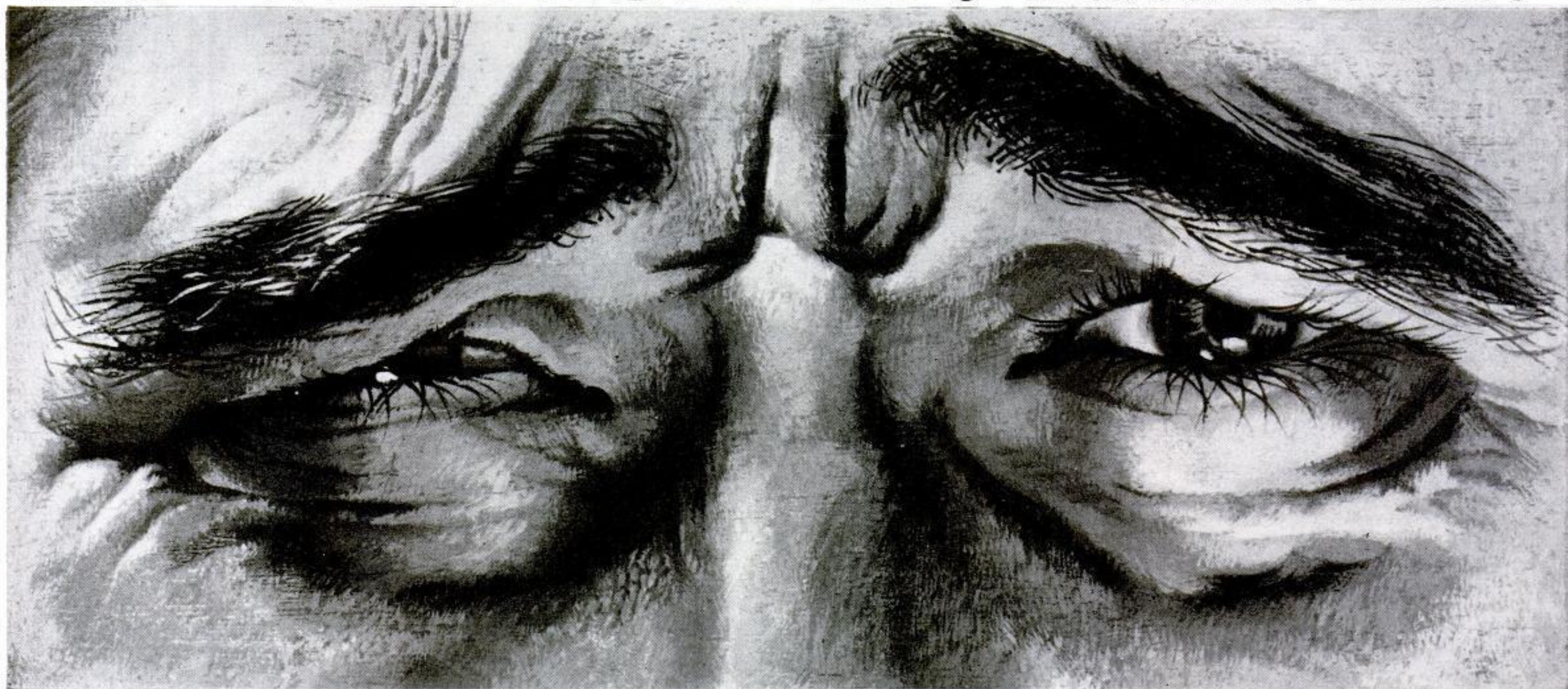
GIRLIE JOINT is forlornly surveyed by Proprietress "Ma Beachie," who is out on bond on charges of possessing gambling equipment. Ma is optimistic: "I think things are going to start up again."



SOLON IN STIR, State Representative Ben Cole, plays cards with his fellow inmates while awaiting his release on bond on charges of renting property to gamblers. Cole was defeated in the May primary.

FOR WHAT PHENIX CITY DID ABOUT ITS PROBLEM, TURN THE PAGE

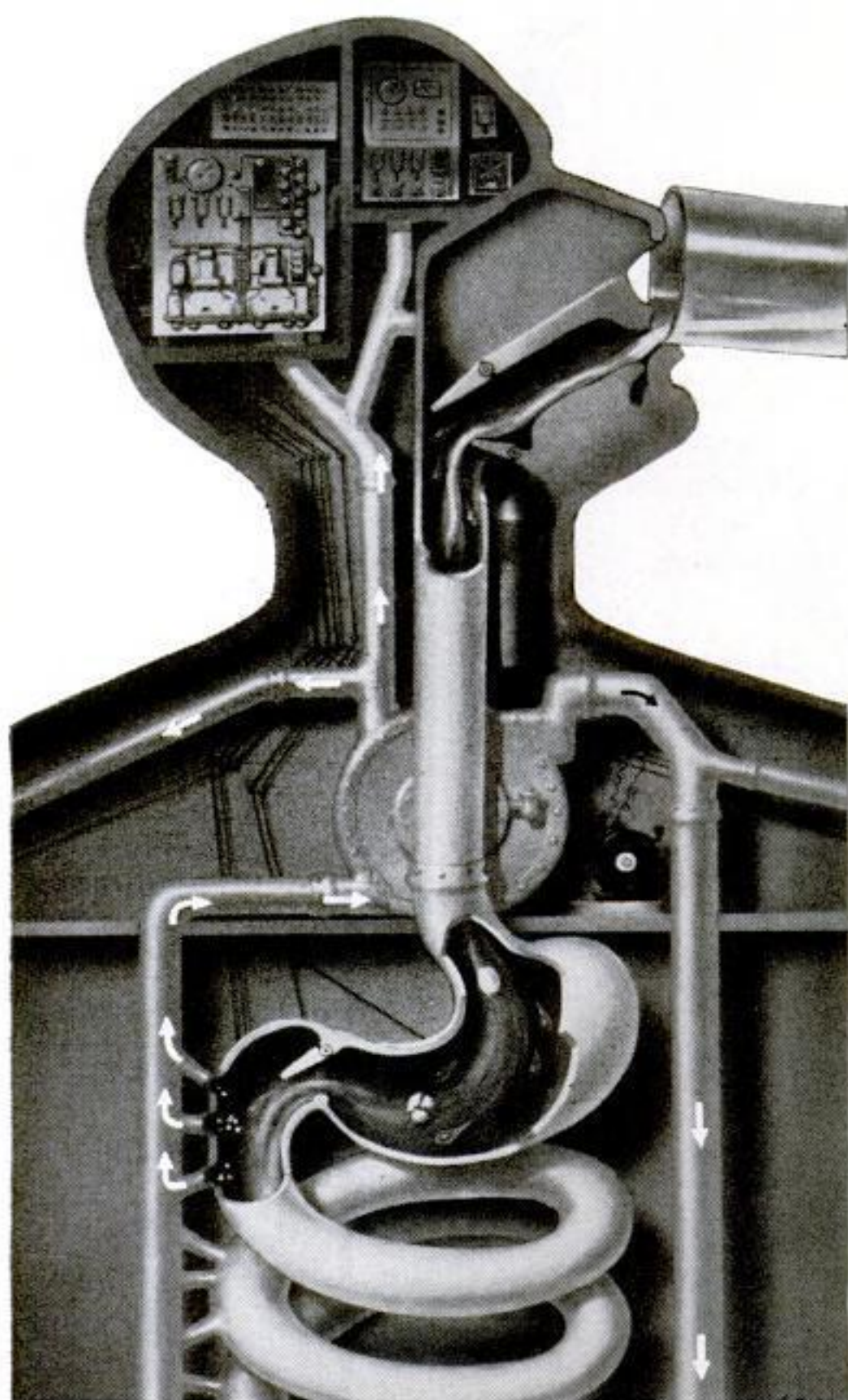
HEADACHE? COLD MISERIES? MUSCULAR ACHES?



Get fast pain relief with

Bufferin[®]

Acts twice as fast as aspirin!
Won't upset your stomach!



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream in order to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients which open the stomach valve and get the pain reliever into the blood stream *twice as fast* as aspirin.

3. So Bufferin acts twice as fast as aspirin to relieve pain, and won't upset the stomach as aspirin sometimes does. Take two Bufferin tablets the next time pain strikes and get *fast relief*.



A PRODUCT OF BRISTOL-MYERS

IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN.

Bufferin is available
in Canada, too!



Arthur Godfrey says: "Believe me, I know Bufferin works twice as fast as aspirin!"

Listen to the Arthur Godfrey Digest,
CBS Radio Network, Friday, 8:30 P.M.



MARTIAL RULE in Phenix City was enforced by guardsmen here listening to Hanna brief them on election day. The 135 guardsmen have had experience as firemen, policemen or city administrators.

ASSORTED GAMBLING DEVICES (below) valued at half million dollars are consigned to jail-yard in Phenix City. Collection includes slot machines, lottery tickets tagged for evidence later.



Sinful City CONTINUED



CLEANUP CANDIDATE Dr. C. M. Knowles, arms around wife, mother, smiles broadly at victory.

A SAWDUST TRAIL BRINGS NEW DAYS

For a decade Phenix City had worn its title of "wickedest city in the United States"—conferred by former Secretary of War Stimson—as proudly as if it were some boosting chamber of commerce blurb. But now it seems ready and willing to lose it. One of the nation's busiest grand juries has returned a whopping 569 indictments against citizens of the town for everything from gambling to murder to arson to vote fraud. And last week, holding an unfamiliarly free election under the National Guard, the voters chose a reform candidate for city commissioner. The victor ran on a promise both to clean up Phenix City and to bring some industry to it—it is virtually without any except for sin.

The sin—sex, booze, gambling, dope and assorted vices—has traditionally been peddled to the tens of thousands of soldiers who streamed across the Chattahoochee River from one of the nation's largest military bases, Fort Benning, Ga. The town itself was run by home-grown gangsters who picked the city officials by buying votes at \$10 per. The full flower of the gangsters' arrogance was reached last June 18 when they pumped bullets into their fellow-townsmen Albert Patterson, who had just been elected Democratic nominee for attorney general of Alabama on a promise to clean up the town. At that murder Alabama's governor declared "martial rule" and the National Guardsmen came in to run the town and give it a new look—the padlocked door. After the election last week Phenix City's old hands hoped the reform would continue after the guardsmen left.

LIFE ON THE NEWSFRONTS OF THE WORLD

Yale president asks, "Is anybody talking?" Japan mourns first H-bomb victim, Texas hunts a python

Speaking at Brown University, President A. Whitney Griswold of Yale had a few remarks to make about the sad state of conversation in the U.S.: "The great creative art whereby man . . . shares . . . those innermost thoughts and ideals of which civilization is made is beset by forces which threaten its demise."

Conversation "is forsaken by a technology that is so busy tending its time-saving devices it has no time for anything else. It is drowned out in singing commercials by the world's most productive economy that has so little to say for itself that it has to hum it. It is . . . shushed in dimly lighted parlors by television audiences. . . . It is shouted down by devil's advocates, thrown into disorder by points of order. It is subdued by soft-voiced censors who, in the name of public relations, counsel discretion and the avoidance of controversy."



SECURITY OFFICER IS SWATHED IN BANDAGES

Approaching an English port, the Polish trawler *Puszczuk* suddenly ran up a series of weird signal flags. Believing the ship in distress, a fishing boat sailed out, found seven of the crew had taken over. They were seeking asylum in England. The mutiny had been touched off when the crew discovered one of their number was a security officer in disguise, rebelled against such secretive surveillance and beat him up.

'Ashes of death' claim a life

Aikichi Kuboyama, chief radioman of the *Fortunate Dragon* which was sprinkled with radioactive ash, died last week in Tokyo after a prolonged effort to save his life. With his death, U.S.-Japanese relations sank to their lowest since World War II. Japan's press and radio accused the U.S. of callousness. The U.S. had offered restitution "if the facts so warrant," an expression the Japanese resented. "The U.S.," commented the weekly *Asahi*, "is assuming a rather cool, businesslike attitude." During Kuboyama's last weeks, American doctors were excluded from the hospital, and some suggested that since jaundice was a principal factor, Kuboyama's death might have been caused by blood transfusions instead of radiation sickness. This suggestion only further infuriated the Japanese.

Audrey Hepburn takes a leading man

Actress Audrey Hepburn and Actor Mel Ferrer, the husband and wife of the fantasy *Ondine*, became offstage husband and wife when they were married in Switzerland. Afterward they flew to Rome, where Mr. Ferrer is making a picture. Miss Hepburn just made one (p.60).



BRIDEGROOM FERRER

In Washington last week FBI Director J. Edgar Hoover reported that crime was on the increase in the U.S., that this year may see an all-time high. Each day so far in 1954, an average of 36 persons were slain, 252 feloniously assaulted. Each day also brought 197 robberies and 1,454 burglaries.

Roundup in East Germany

In East Germany last week the Soviet High Commissioner announced some 400 persons had been rounded up and charged with being U.S. espionage agents with orders to disorganize the East German administration, collect information about the Soviet army, commit acts of sabotage. Commissioner Pushkin also said that many of those arrested were agents of Reinhard Gehlen, West German intelligence chief, and charged that the U.S. gave Gehlen's large organization half a million dollars a year. The arrests may have resulted from information given the Communists by Dr. Otto John.

In Rome a strip-teaser named Charlene Castle jumped into fabled Trevi Fountain and, with her pet monkey, did her strip act. Hundreds of Romans gawked, snarled traffic for half an hour. At the station house Charlene explained, "I was only trying to get a job."



ONE CHORINE IN THE FOUNTAIN

At a Fort Worth zoo an 18-foot python named Pete unexpectedly escaped. Helicopters fanned trees hoping he might fall out. One woman advised that Pete could easily be found since snakes always travel southeast and stop under railroad trestles. Another called to say that her Ouija board reported him near Jack's Bar in a suburb. Though all leads were followed, at week's end Pete was still slithering at large.

The U.N. convenes

At its opening meeting the U.N. General Assembly elected as its president Dutch career diplomat Eelco N. van Kleffens. Later Secretary of State Dulles presented a plan to implement President Eisenhower's proposal for a world atomic pool, noting that Russia had refused to cooperate. As pressure for it mounted, Andrei Vishinsky denied Russian opposition, asked the plan be voted out of committee unanimously for study by the Assembly.



ASSEMBLY PRESIDENT VAN KLEFFENS

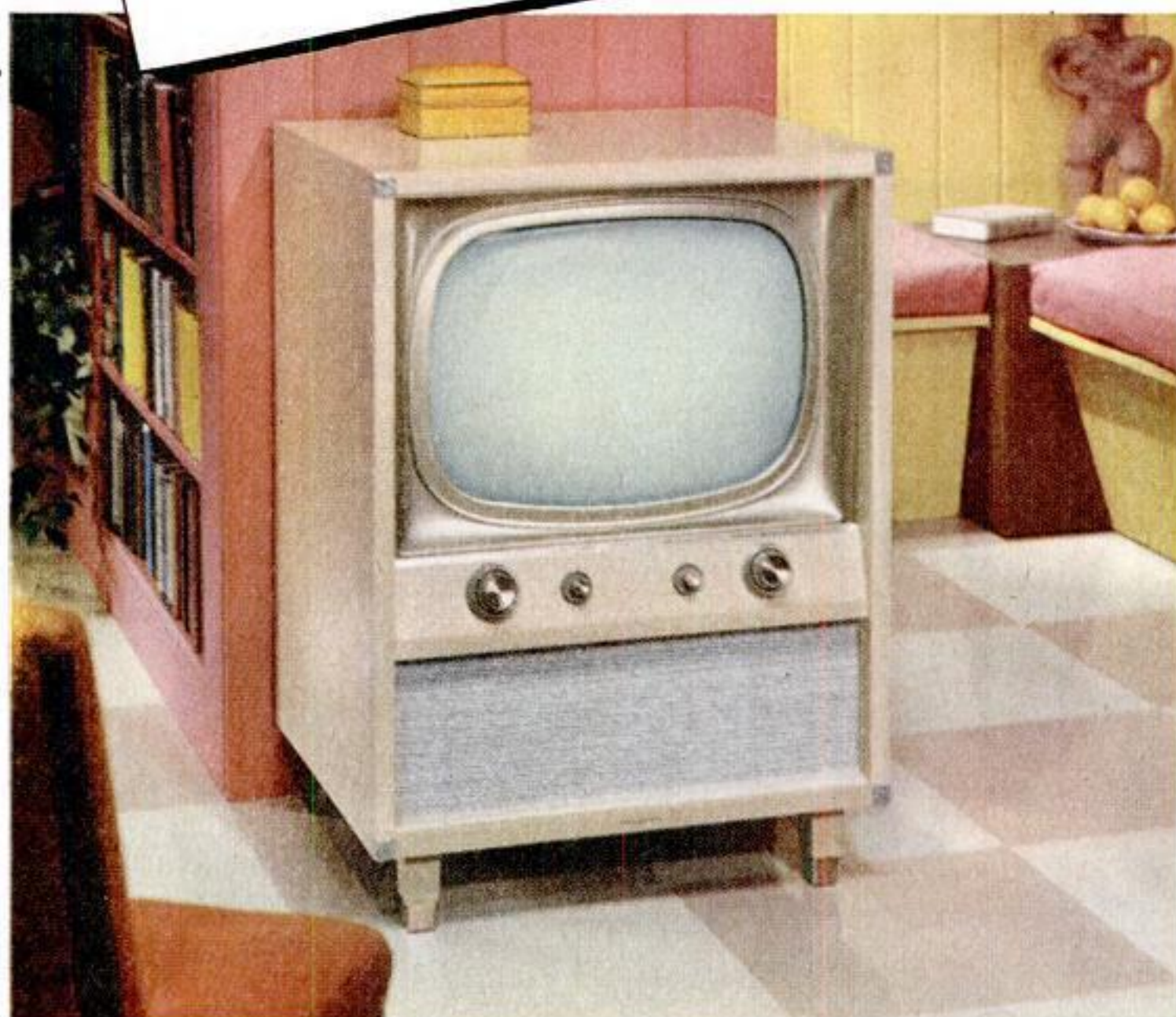
One of the fond memories of the 1930s is the pleasant jingling of gold coins in people's pockets. Last week Switzerland, sitting profitably in near-bankrupt Europe, announced that it was planning to return to the gold standard. But fearing that coin collectors would clog the tellers' windows, banks reserved the right to refuse service to greedy customers who wanted too many.

A.F. of L. and the Administration

Convening in Los Angeles, the A.F. of L. heard President George Meany draw a bead on the Administration, accusing it of "doing nothing—just nothing—about unemployment." Replying, Secretary of Labor James Mitchell said the union was unfairly critical of the Republican party. Then President Eisenhower spoke to the delegates. Charging that the Democrats had blocked efforts to eliminate "union-busting" provisions from the Taft-Hartley Act, he promised to put the matter before Congress again. Though he was applauded warmly, the A.F. of L. decided to campaign mostly for Democratic candidates in the coming elections.



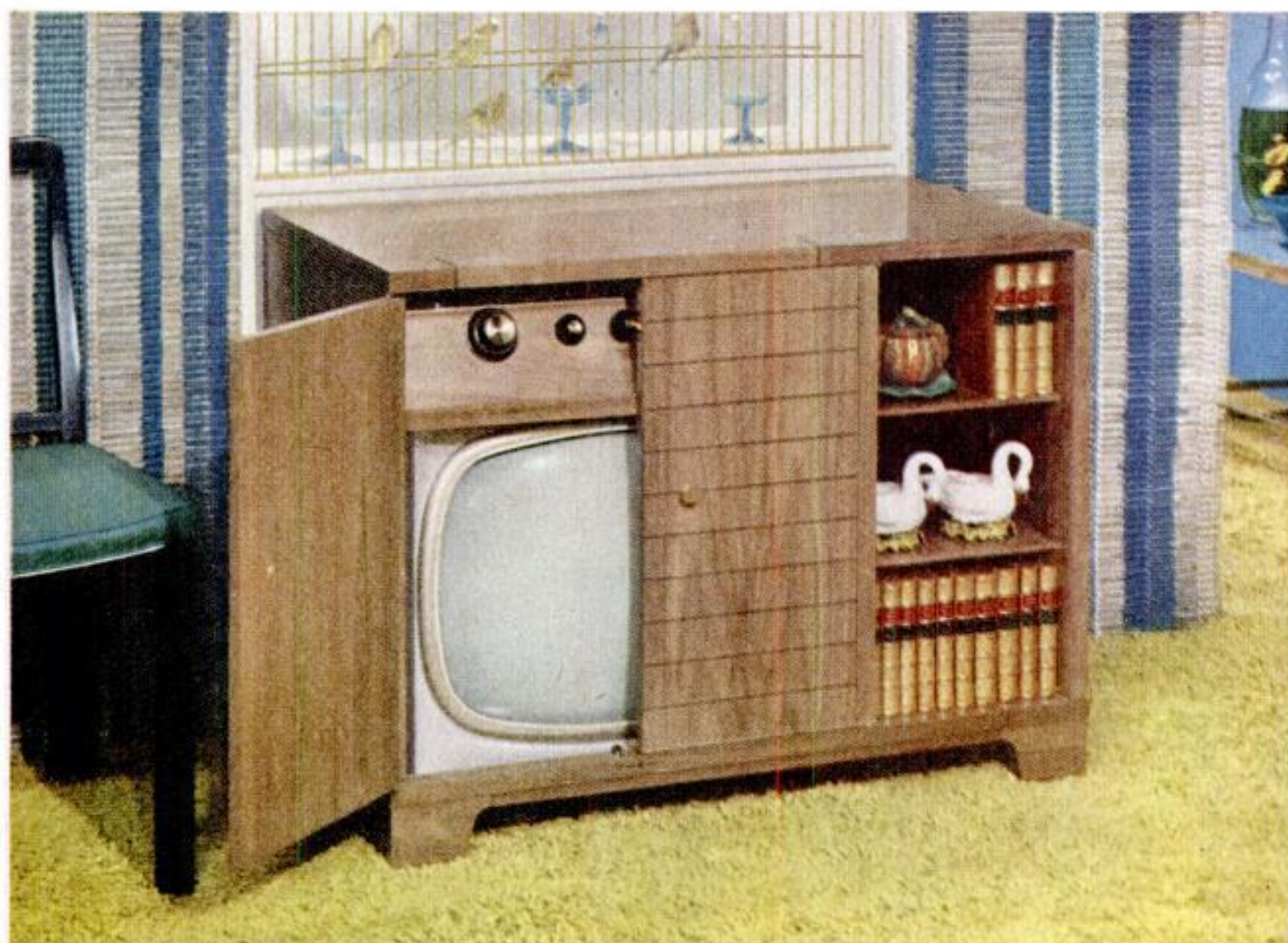
Now you can buy a G-E
for only **\$149.95!**



FAMOUS ALUMINIZED TUBE! Highlight a modern room with this new G-E console in hand-rubbed blonde oak. Picture is 32 square inches bigger than many 21's. Clearer, sharper...even in fringe areas...the G-E chassis has more tubes—finer circuitry. Model 21C241...only \$389.95*



FAMOUS G-E BLACK-DAYLITE® This smart 17-inch G-E "Pacer" will grace a summer place or a mansion. Light...move it anywhere. So powerful it outperforms comparable models. Sleek space-saving cabinet. This quality G-E only \$149.95. Model 17T14—cordovan finish. (Base extra)



LOW, WIDE AND HANDSOME—G-E ULTRA-VISION LO-BOY. Fresh! New! Different! Today's modern *low* look—most functional design in all TV! You watch—*relaxed*—at natural reading angle! You dial at top—with stand-up tuning. Fits flush with wall. Its two speakers give TV's truest sound. You'll lose your heart to the new G-E Lo-Boy! Your choice of mahogany, limed oak, or walnut, Model 21C348 above. Only \$450.00*
Price includes Federal Excise Tax, one-year warranty on picture tube, 90-days on parts, UHF slightly extra, subject to change without notice.
*Slightly higher West and South.

General Electric Comedy Theatre presents
"THE RAY MILLAND SHOW" TV—CBS—weekly

GENERAL ELECTRIC Ultra-Vision TV for the picture voted best 7^{to}1

WHICH TV? The one with the *best picture*...G-E Ultra-Vision! 108,792 shoppers watched leading makes in action—side-by-side...voted G-E Ultra-Vision "TV's clearest picture"—7 to 1!
WHICH TV? The one that *looks* best! There's a master-crafted G-E cabinet styled in fruitwood, walnut, maple, mahogany or comb-grain white oak for your lasting pride and pleasure.
WHICH TV? G.E. alone gives you Ultra-Vision, the famous G-E Aluminized Picture Tube, the exclusive G-E Glarejector, G.E.'s new super-distance chassis, TV's largest 21-inch picture. For tops in TV performance—and the best deal in town—see your G-E Dealer!

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Progress Is Our Most Important Product

GENERAL  ELECTRIC



BEFORE CONVERSION Jack Robinson's 12-by-20-foot carport is cluttered with small vehicles and he can seldom drive his car in more than windshield deep.

A CARPORT

Enclosing an often badly used area

In thousands of American homes growing families face a continuing, often critical need for more space. For many of these families there exists a logical but too rarely exploited source of additional space—the carport. *LIFE* here presents a plan for enclosing the carport—provided it can be spared.

Using one family's actual space problem as an example, *LIFE* asked Architect John Hancock Callender and Interior Designer Melanie Kahane for a solution. Jack and Jeanne Robinson of Norwalk, Conn. have three young children and a pleasant three-bedroom house which is jam-packed

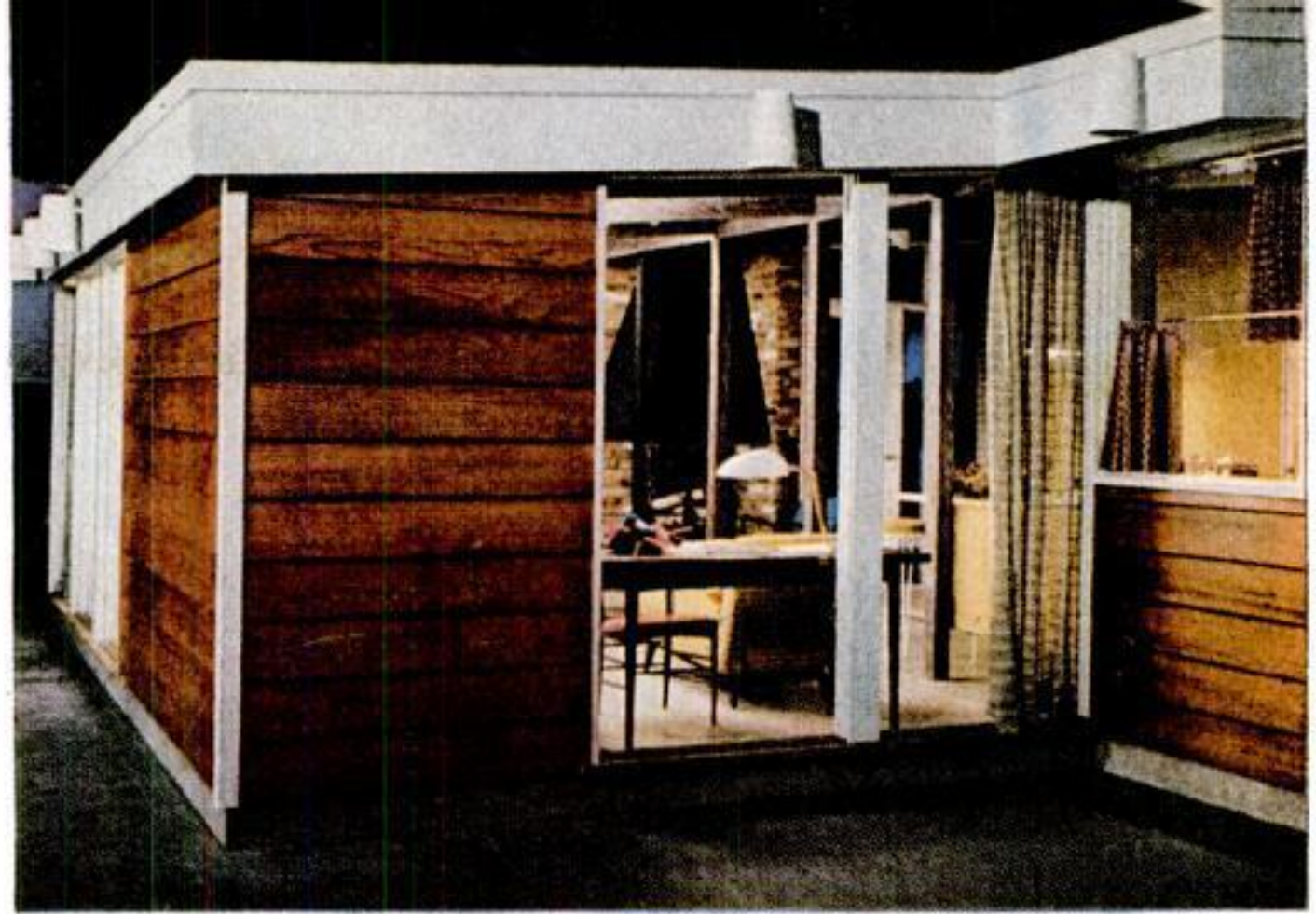


CONVERTED

adds vital space to crowded homes

with family activity. But like 500,000 others built since 1946, their house includes a carport, which is usually so full of toys, boxes and small children that the car remains at least partly outdoors anyway (*left*).

The architect-designer handling of the Robinsons' problem, which will be shown at the National Retail Lumber Dealers Exposition in New York October 2-10, involves knocking out the existing walls to merge carport, kitchen and dining room into one big multipurpose area which includes a stylish fireplace (*below*) and an ingenious storage space (*next page*).



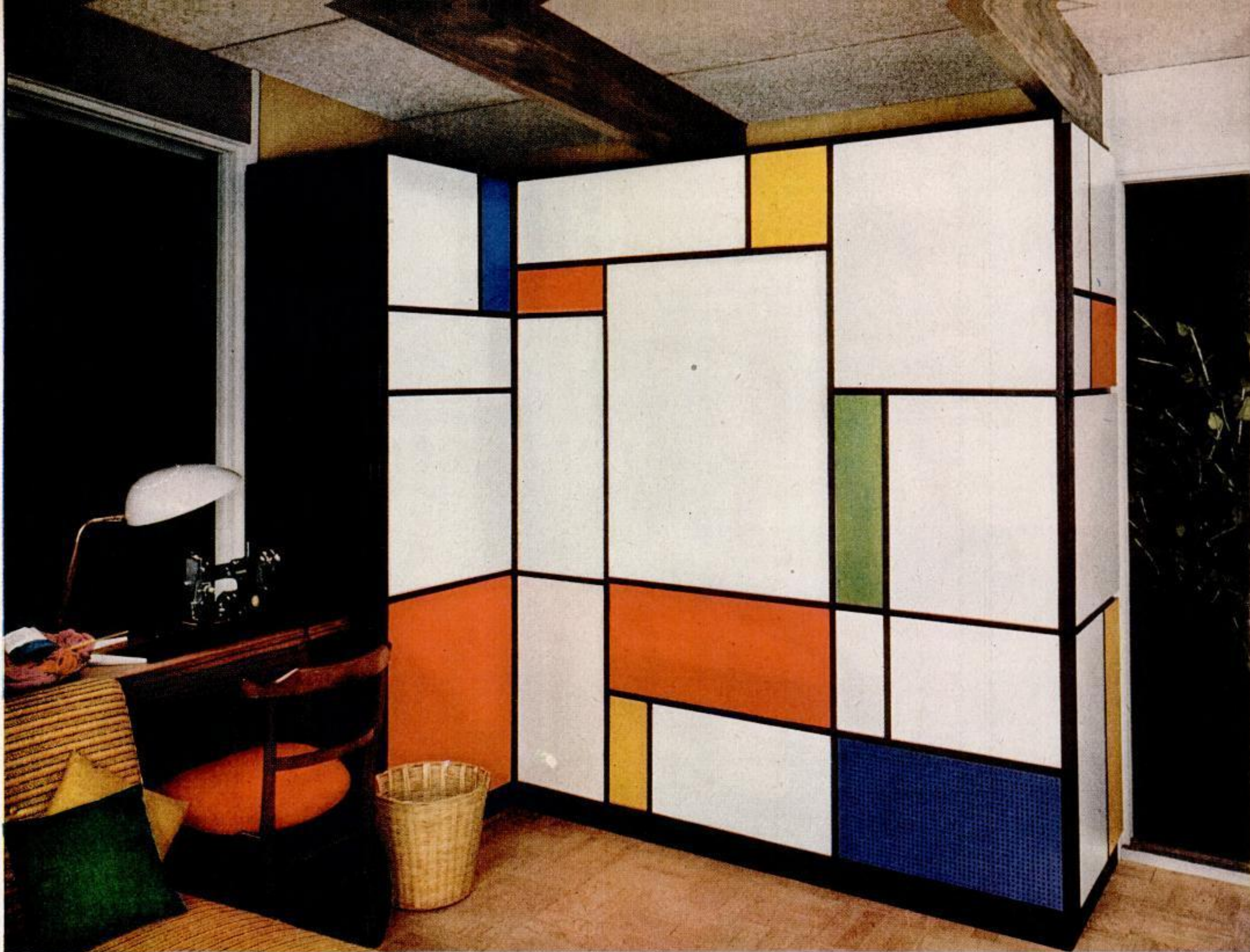
AFTER CONVERSION the carport, as shown in model to be displayed in New York, would look like this, finished with same cedar siding used in rest of house.



KITCHEN CORNER, set off by a sleek counter topped with Italian mosaic tile, blends unobtrusively with the rest of the room. Cabinets beneath the counter, faced with oak plywood, open from both kitchen and living room sides for added usefulness. Kitchen occupies about 90 of the room's 440 square feet of space.

← **LUXURIOUS LIVING ROOM** retains posts from the original house wall. Furnishings include sofa, tables and armchairs by Jens Risom; camp and dining chairs by Milo Baughman. Conversion cost, varying regionally from \$3,800 to \$5,000 unfurnished, includes special lighting by Richard Kelly, custom cabinets.

CONTINUED ON NEXT PAGE



ACTIVITY WALL resembles painting by Dutch abstractionist Piet Mondrian. Handleless panels open when tapped lightly to reveal (below) banks of cabinets designed to hold everything from Jeanne Robinson's dress form and other sewing

gear (left) to movie reels and projector, model trains, radio-phonograph and a television set which slides out and swivels around for better view. One panel drops to form table. The custom-built wall has superb lacquer finish, cost \$1,500.



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SAFE, PURE, SURE. The finest aspirin money can buy. Fifty-four exacting quality control tests insure the purity of SQUIBB Aspirin.

**BOTH
for only
49¢!**

FREE with each bottle of 100

Wonderfully handy new plastic TRAK-PAK, the perfect way to carry aspirin with you. Open and close at the flick of a finger. While the special lasts, you get a free TRAK-PAK with every bottle of 100 Squibb Aspirin.



SQUIBB ANGLE TOOTHBRUSH

**80% of
decay occurs
in the
hard-to-
clean back teeth**



use the brush that
is bent like your
dentist's mirror
to reach those hard-
to-get-at places

SAVE \$1.00

FIVE Squibb Angle Toothbrushes in special Squibb FAMILY PACK, only \$1.95! Save \$1.00 and have them when you need them, individually sealed in plastic for your protection.



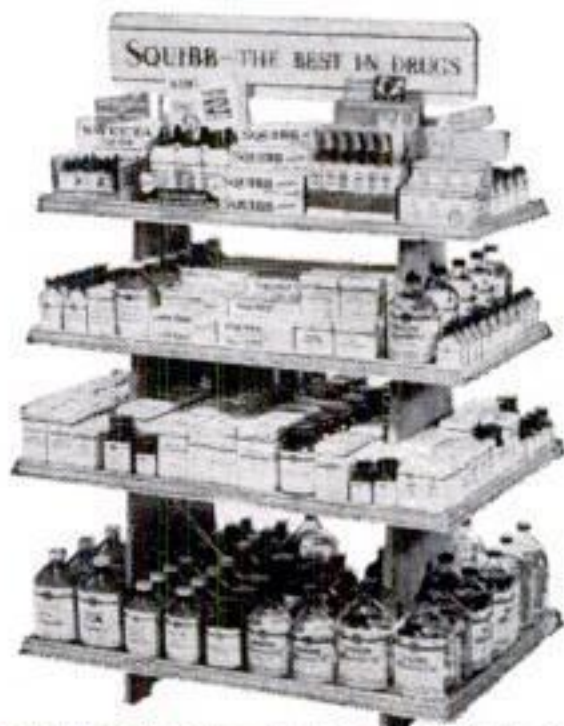
SWEETA SQUIBB NON-FATTENING LIQUID SWEETENER

Squibb Saccharin in a handy squeeze-a-drop plastic bottle. Sweetens instantly even in iced drinks... boil it or bake it, it won't

lose its flavor... it's calorie-free, and just 2 drops are as sweet as a teaspoon of sugar. Purse-size bottle, 69c... economical 4-oz. size, \$2.89.



Also look for these other quality Squibb products



SQUIBB LATHER FOAM SHAVE, contains Lanolor, the finest skin conditioner known. Pressure can, 79c. Giant-sized tubes of Brushless or Lather, 59c.

MINERAL OIL, pint. 69c. World's largest-selling brand.

MILK OF MAGNESIA, 24 oz., 63c. The finest of magne-

sias, smooth, pure, better tasting.

SQUIBB GLYCERINE SUPPOSITORIES, doz., 49c. Adult or infant size.

ANALGESIC BALM, 69c. For effective relief of muscular aches and soreness.

TOILET LANOLIN, 2-oz. tube,

59c. Soothing conditioner for chapped skin.

COD LIVER OIL, 12-oz. bottle, \$1.19. Plain or mint-flavored.

LANOLOR CREAM, 8-oz. jar, \$1.09. An excellent night cream, powder base and skin protective.

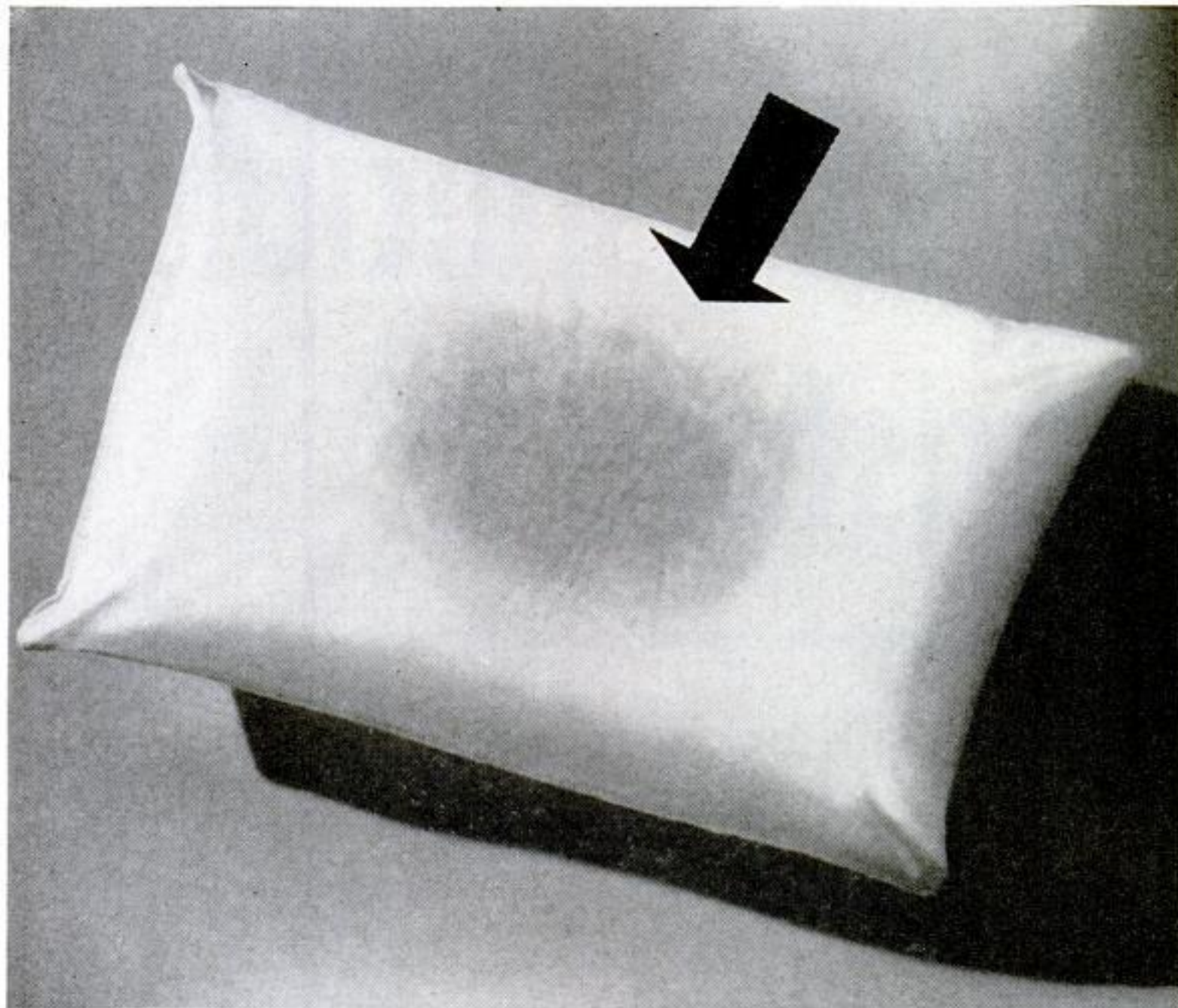
ASPIRIN-PHENACETIN-CAFFEINE TABLETS, bottle of 100,

89c. Aspirin with additional relaxing and sedative power.

SQUIBB DENTAL CREAM, Economy Size, 63c. A powerful acid neutralizer with a refreshing minty flavor.

SODIUM BICARBONATE, 1 pound tin, 49c. Prepared especially for medicinal use.

Remember... your pharmacist is the man in your community qualified to dispense products that concern your health and well-being.



Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

Revolutionary new hair dressing *won't grease-stain your pillow cases!*

Keeps hair *naturally* neat all day—no "slicked-down" look—and leaves no oily stain!

● Hair experts said it couldn't be done! But now, 30 years of laboratory experience have done it!

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable "spreading action." New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable* . . . keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



Stains on your hat?

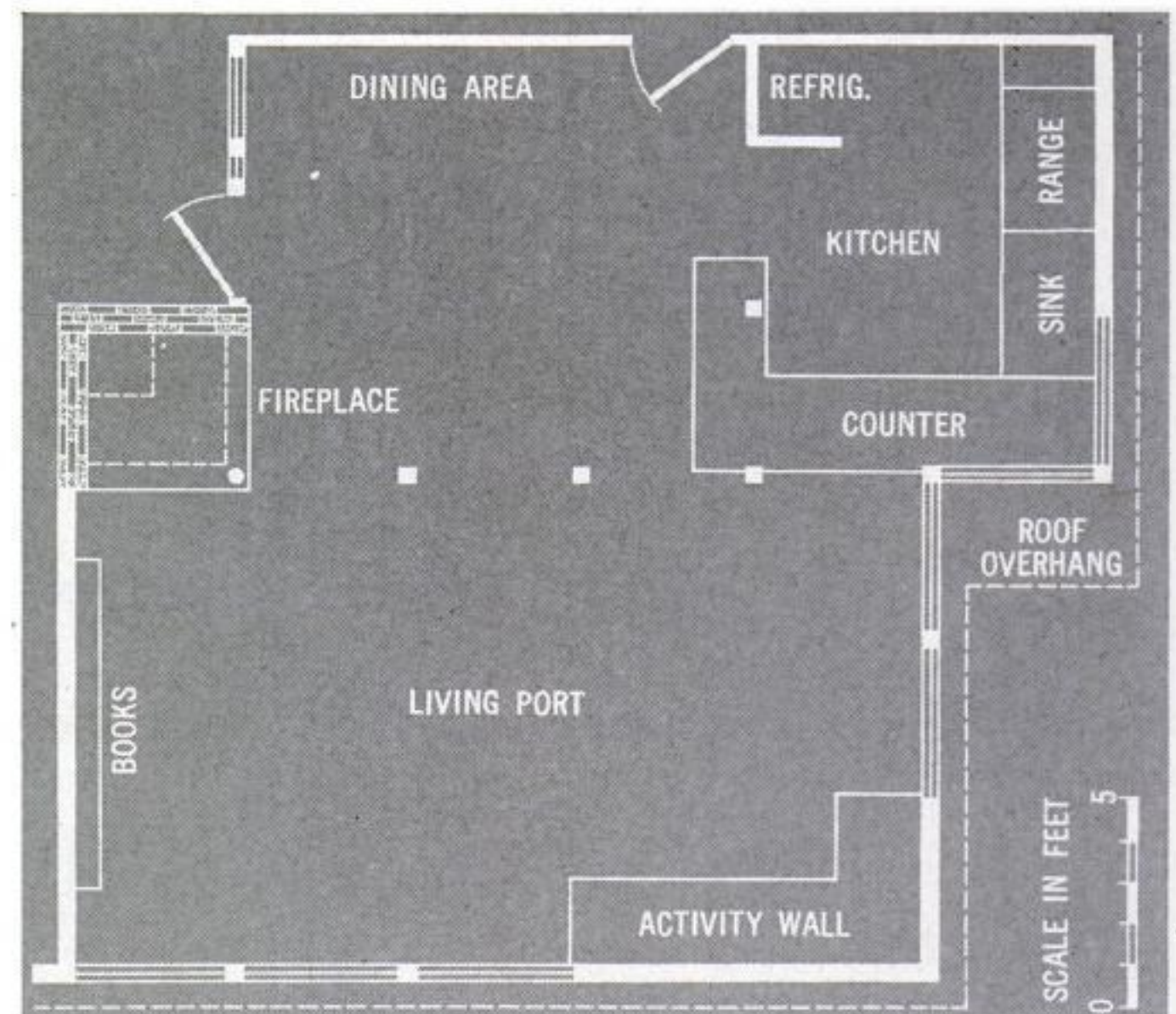
➔ If the hair dressing you have been using leaves unsightly grease stains on your hat, now's the time to change to new Beau Kreml!



IF YOU HAVE DANDRUFF, ITCHY SCALP—

Use *regular* Kreml Hair Tonic. This famous product contains *new* anti-septic ingredients that *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff. Regular Kreml Hair Tonic in the familiar yellow carton is not subject to the Federal cosmetic tax.

CARPORT CONTINUED



PLAN FOR REMODELING shows house wall removed to open kitchen and dining area to new room. Supporting posts remain, fireplace has been added.

PLAN AND THE FAMILY

The Robinsons' carport is well designed and well built, with the same type of roof, ceiling, siding and construction as the rest of the house. This would make it both practical and easy to convert the port into 240 square feet of additional living space. If the Robinsons did decide to follow the plan, the job could be done for much less than \$5,000, provided the storage units, lighting, kitchen counter and other details were less elaborate than those used in the model.



STUDYING PLAN for more living space, the Robinsons and two of their sons stand by port. Reconstruction would give the family needed extra room.



an Alligator coat makes sense

it's the "coat you'll live in"

rain  sun  cold 

at just \$8⁵⁰ to \$49⁷⁵

This is the famous coat you wear around the calendar . . . rain . . . sun . . . cold. And always with conscious pride in the full-cut flair and luxurious drape that are so unmistakably Alligator quality.

And with this Alligator elegance and year 'round usefulness, you get value that makes sense, too, at \$8.50 to \$49.75. You will find a choice of classic gabardines, as well as patterned woollens and a variety of other fabrics in a wide selection of colors.

Yes, it's so true! Alligator coats really do make sense.

Zip-in warmers available in many models.

ALLIGATOR GOLD LABEL America's Most Wanted Gabardine . . . \$40.75*

Above, the classic of all gabardines. Smartly styled of finest all wool worsted. Water repellent processed, a coat you'll wear with distinction year 'round. An outstanding value at \$40.75.

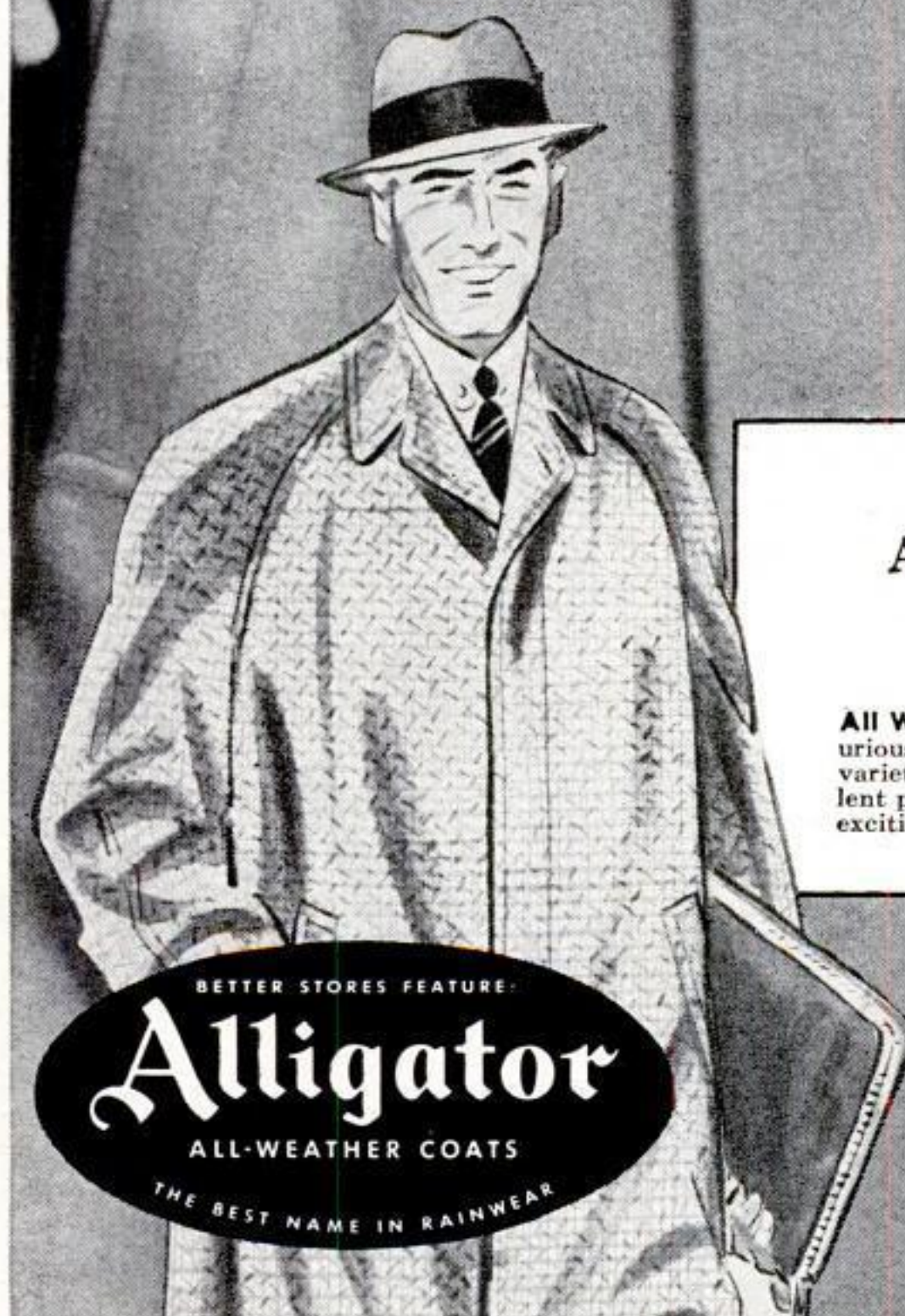
All Wool Shetlands at \$33.75. Other luxurious fabrics in rich pattern and color variety as low as \$25.75. All water repellent processed for year 'round wear. Truly exciting values.

Dacron Gabardine . . . in a finely woven gabardine of 50% Dacron*, 50% finest all wool worsted. Super water repellency . . . \$40.75. Also Rayon and Dacron blend gabardines, plain or gabardine twist \$29.75.



Lighterweights for rain . . . wind . . . chill

These lighter weight Alligators, like the TRAVELWEIGHT shown, give you rain protection with such smart good looks, you're proud to wear one on every threatening day or chilly evening. Single breasted model \$19.75. Trench model \$20.75. Other Alligators, water repellent or waterproof . . . from \$8.50.



BETTER STORES FEATURE:
Alligator
ALL-WEATHER COATS
THE BEST NAME IN RAINWEAR

*DuPont's Polyester Fiber

© 1954, THE ALLIGATOR COMPANY

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES

A New Day Is Car Owners

THIS NEW TIRE WILL BE STANDARD EQUIPMENT ON 1955 AND CONSTRUCTION SINCE FIRESTONE INTRODUCED THE OF SAFETY, RIDING COMFORT, MILEAGE AND SILENCE—YOU

THE new 1955 cars will headline many new features, but none of them will be more important to your safety, your comfort or your pocketbook than tubeless tires as standard equipment at NO EXTRA COST!

Tubeless tires have been selling at premium prices. But Firestone has succeeded in building the new Firestone De Luxe Champion Tubeless Tire to sell at the same price you would pay for a conventional tire and tube.

Automotive Engineers Acclaim New, Silent Safti-Grip Tread

When the new Firestone De Luxe Champion Tubeless Tire was first offered to car manufacturers, they subjected it to their most severe and exhaustive tests. And this new tire passed every test with performance far beyond all expectations.

They found that the exclusive new SILENT SAFTI-GRIP TREAD runs quietly and refuses to squeal on even the sharpest turns. It gives greater protection against skidding and greater traction than any tire ever before offered as standard equipment. And they found that its revolutionary new design makes it a real champion for long, trouble-free mileage.

Takes the Danger Out of Blowouts, Seals Punctures Against Loss of Air

The new SAFTI-DIPPED CORD BODY, the new SAFTI-LINER and TUBELESS CONSTRUCTION make this tire extra strong and take the danger out of blowouts. Damage which might cause an ordinary tire to blow out becomes as harmless as a slow leak. And if a nail or other sharp object should penetrate the

extra-tough tread and cord body, the SAFTI-LINER prevents loss of air, minimizing the danger and annoyance of punctures.

Never Before Such Riding Comfort, Never Before Such Steering Ease

The car engineers were extravagant in their acclaim for its sensational riding comfort and steering ease. They found that it absorbs bumps and road shocks and provides a super-soft cushion of rubber and air which smooths out even the roughest roads. And they liked the extra-tough CURB GUARD which protects white sidewalls.

Yes, Firestone, the Pioneer and Pace-maker, has done it again! The new Firestone De Luxe Champion Tubeless Tire, at the price of a conventional tire



Come In and See the NEW
Firestone *DeLuxe*
TUBELESS TIRES Standard Equipment
You Can Put Them

Enjoy the Voice of Firestone on radio or television every Monday evening over ABC

Dawning for the of America!

CARS—IT IS THE FIRST TIRE COMPLETELY NEW IN DESIGN
BALLOON TIRE IN 1922—SETS ENTIRELY NEW STANDARDS
CAN PUT A SET ON YOUR PRESENT CAR AT NO EXTRA COST!

and tube, now takes its place with the first non-skid tread, the first straight-side tire, the first balloon tire and many other Firestone "firsts" as a notable contribution to automotive safety, comfort and economy.

You Can Have This Tire on Your New 1955 Car or Your Present Car

If you buy a 1955 model of any make, you can have it delivered on new Firestone De Luxe Champion Tubeless Tires at no extra cost. Or, if you continue to drive your present car, place your order now for a set of new Firestone De Luxe Champion Tubeless Tires. Your nearby Firestone dealer or store will buy the unused mileage in your present tires.



Champion

on the New 1955 Cars
on Your Present Car

Also Available
For Use
With Tube
Or With
Black
Sidewall

Copyright, 1954, The Firestone Tire & Rubber Co.

BILL vs. BOGIE FOR AUDREY



SOCKING BOGIE, Bill Holden knocks down his older brother in fight over the chauffeur's daughter. Bogie had tried to break up Bill's affair by rushing the pretty girl himself.



VAMPING BOGIE, coy Audrey as Sabrina gaily installs herself in his Wall Street executive's chair and turns on the high-power Hepburn charm—with considerable effect.

SOCKING BILL, angry Bogie knocks his playboy younger brother sprawling when the latter makes some nasty cracks about the girl's designs on the family fortune and name.

Hepburn charm starts 'Sabrina' fight

Audrey Hepburn won an Oscar in her first American movie, *Roman Holiday*, as a princess who falls in love with an impecunious commoner. In her second, *Sabrina*, the situation is reversed with Audrey as a chauffeur's daughter on the make for two rich Prince Charmings. *LIFE's* readers saw a lot of Audrey (Mark Shaw's nine-page photographic essay, Dec. 7, 1953) during the making of this film whose plot, like its predecessor's, is considered sure-fire box office. But just to make surer, Paramount added three more Academy winners to the mixture—William Holden and Humphrey Bogart as co-stars and Billy Wilder to direct a lively version of last year's Broadway hit. The competition for Audrey's hand leads to some fisticuffs surprising in what was originally a comedy of manners. The outcome, in the eyes of inveterate moviegoers, may seem more surprising still.





Copr. 1954 by Weeco Products Company

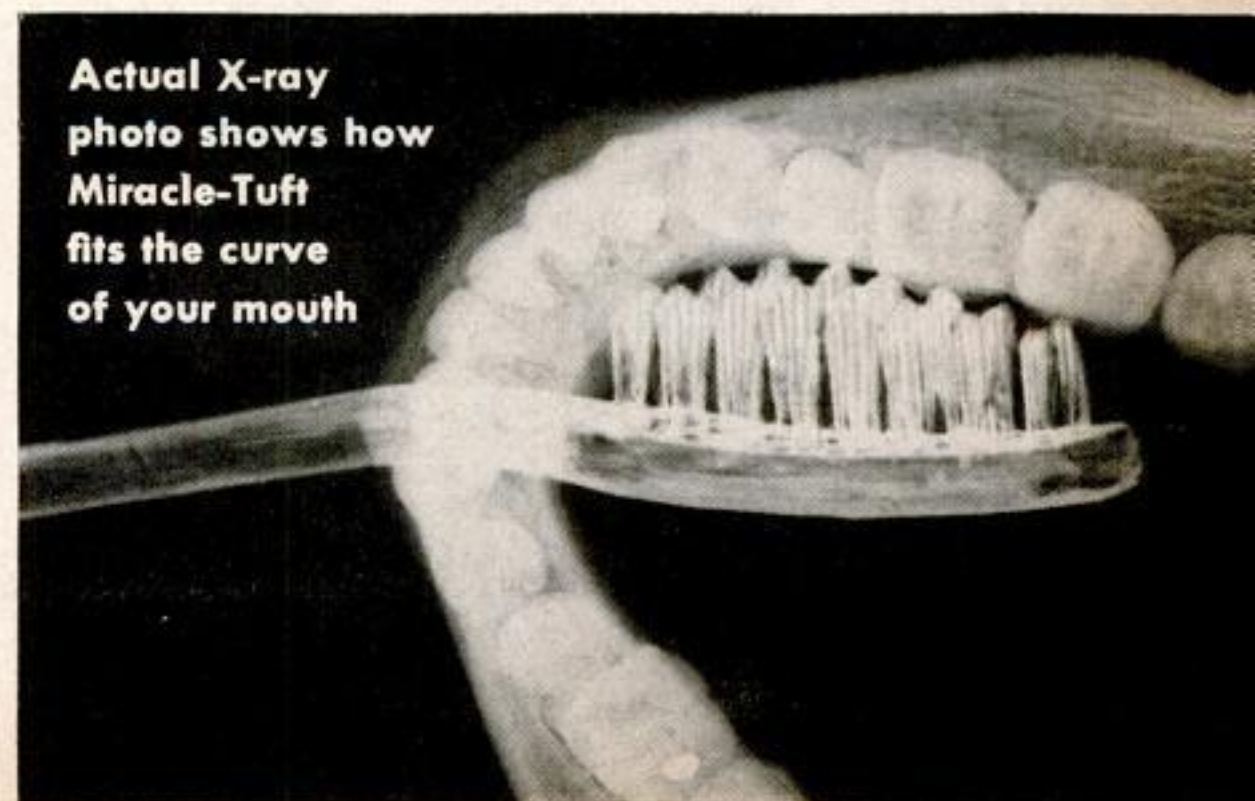
60¢

800 bristles shaped to fit your dental arch

Now you can see it in a dental X-ray photograph... 800 Miracle-Tuft bristles (1700 if you use the soft-textured Dr. West's) tight against the curve of your dental arch. That's a bristle or more for every place in your teeth that needs to be cleaned. And every bristle is at work! See how they reach into and scrub

even the hard-to-get-at places. Only with this exact fit can you do a correct brushing job. Buy the famous 2-way curved Dr. West's Miracle-Tuft brushhead today. (It's the only toothbrush hygienically sealed in glass with an anti-bacterial vapor.) And start on an *effective* program of dental care!

Actual X-ray
photo shows how
Miracle-Tuft
fits the curve
of your mouth



Copyrighted material

An old New York custom you'll enjoy...

MANHATTAN BRUNCH

A dream to prepare... with today's
most delicious-ever canned foods!

A LEISURELY late-morning meal... half breakfast, half lunch... is one of the favorite ways New Yorkers have of relaxing from routine on their days off.

No matter what *your* family's schedule is, they'll enjoy the "holiday" heartiness of this typical Manhattan menu.

You don't have to get up at dawn to fix it. It's quick as a wink with the convenient foods that come in Canco cans made by the American Can Company. (Just wait till you try that luscious peach-nut coffee cake made with strained canned fruit!)

Of course one of the biggest timesavers is canned orange juice. To help protect its wonderful flavor, American Can invented a machine that takes out oxygen before the cans are closed... for if juice is exposed to oxygen it loses both flavor and vitamins. Canco cans bring it to you always safe, delicious and healthful.

Try these recipes... discover the wonders of today's canned foods!

American Can Company

Containers to help people live better



American Can Company makes today's finest food containers. It also works to help growers produce better crops to go into these containers—and to help packers develop better ways to seal in goodness, flavor and vitamins for you.



Registered Trademark of the American Can Company, N. Y., N. Y.



A favorite American meal—made with foods you can get in Canco containers.

MANHATTAN BRUNCH

Chilled Orange Juice
Corned Beef Hash à la Waldorf
Cranberry Conserve
Peach-Nut Coffee Cake
Coffee Milk

CHILLED ORANGE JUICE

No squeezing when you serve canned orange juice. Single strength or frozen concentrate is really fresh-flavored and full of vitamins. For variety, serve grapefruit juice or a blend of orange and grapefruit.

CRANBERRY CONSERVE

Combine 1 can (1 lb.) whole or jellied cranberry sauce; 1 can (9 oz. or 1 cup) pineapple tidbits, drained; ½ cup seedless raisins; ½ cup coarsely chopped canned walnuts, almonds or pecans; and ¼ teaspoon cloves. Cover; chill well while breakfast is cooking—or prepare the night before, if desired. Makes about 3 cups conserve.

PEACH-NUT COFFEE CAKE

Coffee Cake:

2 cups prepared biscuit mix
¼ cup sugar
½ teaspoon cinnamon
1 egg, slightly beaten
1 can (4¾ oz.) strained peaches for babies*
¼ cup milk

Topping:

⅓ cup dark brown sugar, firmly packed
2 tablespoons flour
½ cup canned chopped toasted almonds
⅓ cup melted butter or margarine

Combine biscuit mix, sugar and cinnamon. Add egg, strained peaches and milk; mix until dry ingredients are just dampened. Turn into greased, 8-inch square pan. Combine topping ingredients; spoon over batter. Bake in hot oven (400°F.) 25 minutes, or until cake tests done. Cool slightly in pan on cake rack; cut in squares.

*Other strained fruits for babies may be substituted for peaches.

CORNERED BEEF HASH À LA WALDORF

Combine 2 cans (1 lb. each) corned beef hash with ½ cup canned tomato sauce. Divide mixture among 4 individual covered casseroles or place in 1½-quart covered baking dish. Bake, uncovered, in hot oven (400°F.) 10 minutes, or until hash is browned. Remove from oven; make 4 nests in top of hash with back of spoon. Sprinkle shredded processed American cheese (about ¼ lb.) in and around nests. Break 1 egg into each nest; garnish hash with chopped green pepper, if desired. Cover; return to oven and bake 8 minutes longer, or until eggs are just set. (Bake in oven with coffee cake to save time and fuel.)

GOOD HOT COFFEE

Brew it your favorite way—make it *extra*-good by using the full-flavored coffee you get in vacuum cans.

Menu planned for 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Co.

Important note: Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator *right in the can*. It's safe—and it's sensible!

—Send for new recipe book—
"Quick Trick Cookery"

American Can Co. Test Kitchens
Box 259, New York 46, N. Y.
(In Canada, Box 130, Hamilton, Ont.)

Enclosed is 15¢. Please send me new 48-page book containing 26 menus, dozens of delicious recipes; illustrated in color.

NAME _____

STREET _____

CITY _____ STATE _____



9500
SKIN TESTS
PROVE...

Palmolive Soap Is Mildest!

Better for Complexion Care

than any Leading Toilet Soap...Floating Soap...even Cold Cream!

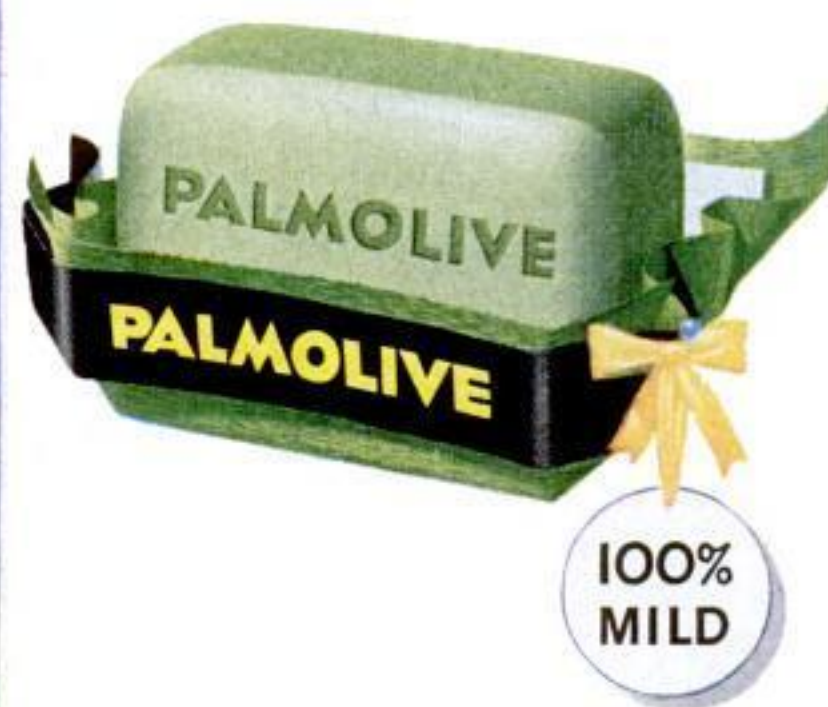


**Skin Specialists
Agree:**

**Milder Cleansing is
Better for Your
Complexion!**

A mild soap means: less irritation... more gentle cleansing... softer, smoother skin. Palmolive brings you all these benefits—yes, Palmolive is better for your skin... because it's the *mildest* of them all. That's why no other leading soap or cold cream gets skin thoroughly clean as gently as Palmolive!

So change today to Palmolive's Beauty Plan... gently massage Palmolive's lather onto your skin for 60 seconds, 3 times a day. Rinse; pat dry. In 14 days or less, see if you don't have *softer, smoother, brighter skin*—that Schoolgirl Complexion Look! You'll find that Palmolive Soap is the *mildest* of them all—*far better for your complexion!*



**PALMOLIVE
PROVED
MILDEST!**

Palmolive Is Proved Far Milder than Any Other
Leading Beauty Soap or Castile Soap!



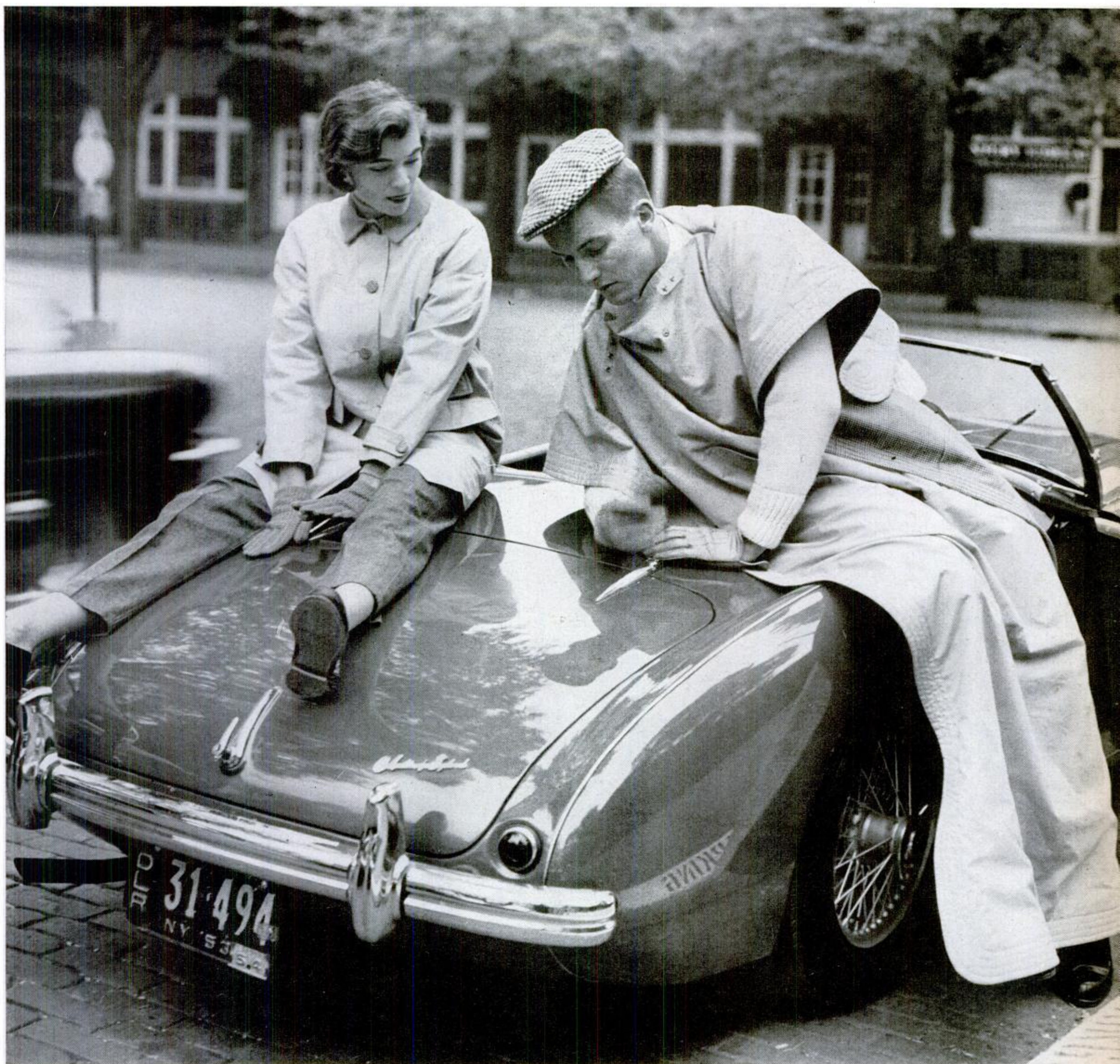
Palmolive Is Proved Much Milder than Leading
White Floating Soaps or Deodorant Soaps!



Palmolive Is Proved Even Milder than
America's Leading Cold Creams!



PALMOLIVE SOAP HELPS YOU GUARD THAT SCHOOLGIRL COMPLEXION LOOK!



STORMY DAY OUTFITS in waterproof khaki are (left) short, narrow coat (Bart Everhart, \$25) and wool-lined poncho for men

(B. Altman, \$99.50). Poncho is short in back, long in front, can also be spread out and used as car robe. This car is an Austin Healey.

What to Wear in a Sports Car

MOTORING'S FASHIONABLE FRINGE IS OUTFITTED FOR SPECIAL NEEDS

There are only about 90,000 sports cars among the 48 million automobiles now loose on U.S. highways, but clothes designers have recognized their deep appeal and are already trying to do for the sports car what the raccoon coat did for the Stutz Bearcat. The wind-blown occupant of the low-slung bucket seat, who up to now may have balked at anything bolder than a checked tweed cap, can now find whole new wardrobes for zooming to weekend rallies or for mere

point-to-point transportation. Besides practical short coats, snug-fitting hats and husband-and-wife outfits in matched fabrics (above and p. 68), designers are turning out clothes and accessories which anticipate difficulties caused by foul weather and night driving. There is even an all-in-one cap and dress for the party-bound lady driver who wishes to arrive with her hairdo intact (p. 66). Designers add that the sports car clothes give a rakish appearance even when worn in a four-door sedan.

NEW KITCHEN CLOCK!

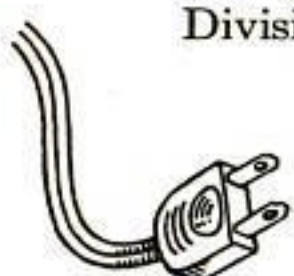


TOPPER
only **\$3.98***

A high-style G-E Electric Kitchen Clock at a budget price. It has all the quality features which have made them famous for accuracy and long life.

Don't wait a minute longer to give your kitchen a decorator touch. In fact you can brighten the rumpus room, bathroom or hobby room, too!

Topper comes in red (shown), yellow, blue, or smart new gray. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



Get a G-E Electric Kitchen Clock!

GENERAL  ELECTRIC

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.

SPORTS CAR WEAR CONTINUED



WRAPPED HATS, here worn in a Cunningham, keep hair from blowing. They are of wool jersey, include hood with pompon fringe (left, \$11), same style trimmed with yarn loops (\$8) and helmet edged in beads (\$19, all Suzy).

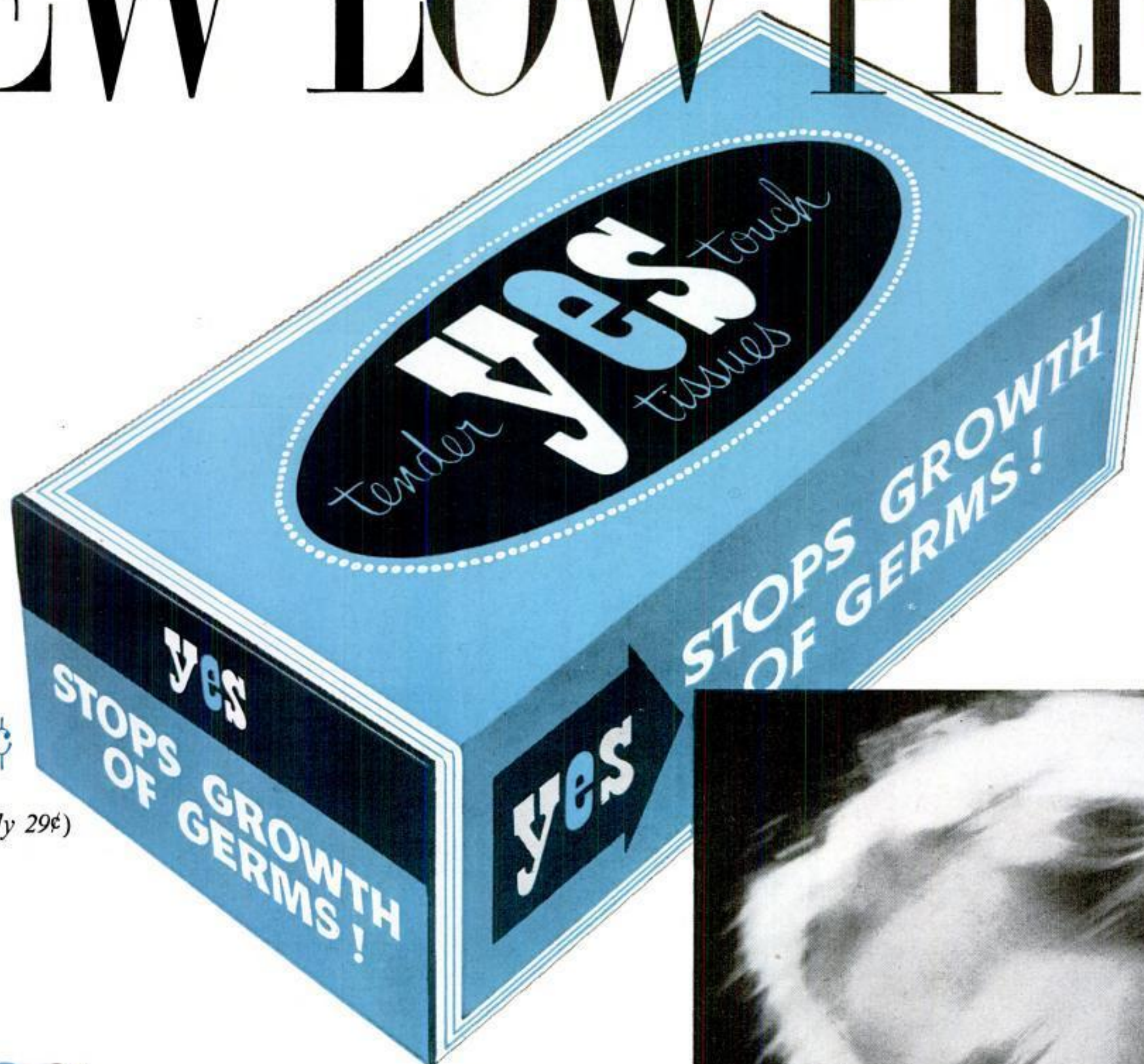


HOODED DRESS in pale wool jersey (B. H. Wragge, \$55) has collar which can be worn up, as above in a Corvette, or down for indoors. Bib of pearls and gold beads (Trifari, \$20) is essentially for partygoing, not for the open road.

CONTINUED ON PAGE 68

Now at a

NEW LOW PRICE!



25¢

(formerly 29¢)

yes — *the only tissue
that stops
growth of germs!*



Don't make a sneeze a family affair—get Yes! When you sneeze into a Yes Tissue, germs are stopped cold. For Yes Tissues are specially treated to prevent germs from growing for up to 48 hours! So stock up on Yes today—at the new low price.

Help safeguard your family's health, now that the cold season's here!

*Don't settle for less than **yes**—a better tissue now at a popular price*

Jeepers! Only \$149.95



for 21" Arvin TV

What a price! What a picture!

See the brand new Arvin "Rocket 21" and get the value surprise of your life! You'll see picture quality fully equal to sets costing \$50 more... "FRONT ROW REALISM" that makes you feel you can shake hands with the actors! And Arvin Velvet Voice tone quality completes the realism.

The front is ALL picture! To minimize bulk and "maximize" the picture, all controls are on the side. Smartly styled, compact—fine for small space!

Quality engineered on a quantity basis, the Arvin "Rocket 21" has new-type extra heavy-duty tubes and "bonus-rated" parts for long, service-free life! Compare Arvin "Rocket 21" for brilliance, for contrast, for easy viewing! There is no greater value in television. Arvin Industries, Inc., Columbus, Ind.



21-inch mahogany finish metal table model, \$149.95—wrought-iron black table \$6.95 extra, 21-inch console, in mahogany grain Arvinitite, \$179.95.

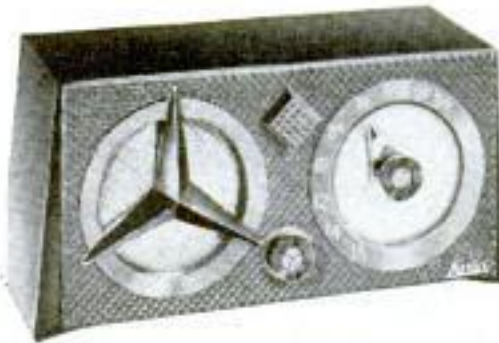
TV prices shown are suggested retail prices including Federal tax and warranty. Slightly higher in far West and South. All-channel one-knob tuning (UHF as well as VHF) \$20 extra.



New "Futura" Clock Radio in 4 decorator colors, leatherette-and-gold trim; Telechron clock; appliance outlet, \$32.95. Rosewood, \$29.95

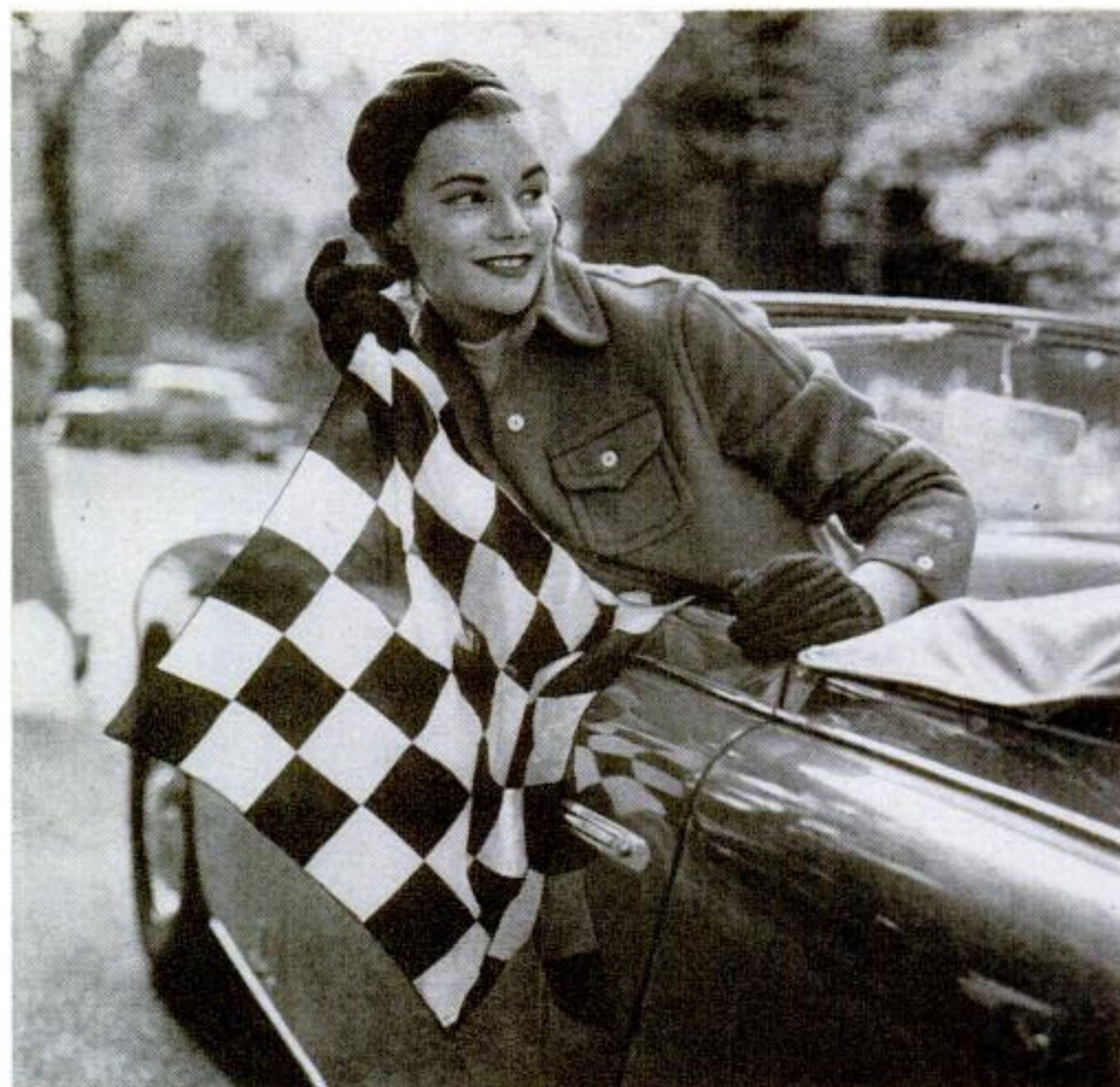


"Sportable" 3-way Portable in Red, Aqua, or Cinnamon; runs on batteries, AC or DC. 4 tubes plus selenium rectifier. Less batteries, \$37.95



New "Cosmopolitan" in 3 decorator colors. AC/DC superhet with gold-plated pointer, lighted dial, new styling, \$27.95, Rosewood, \$24.95

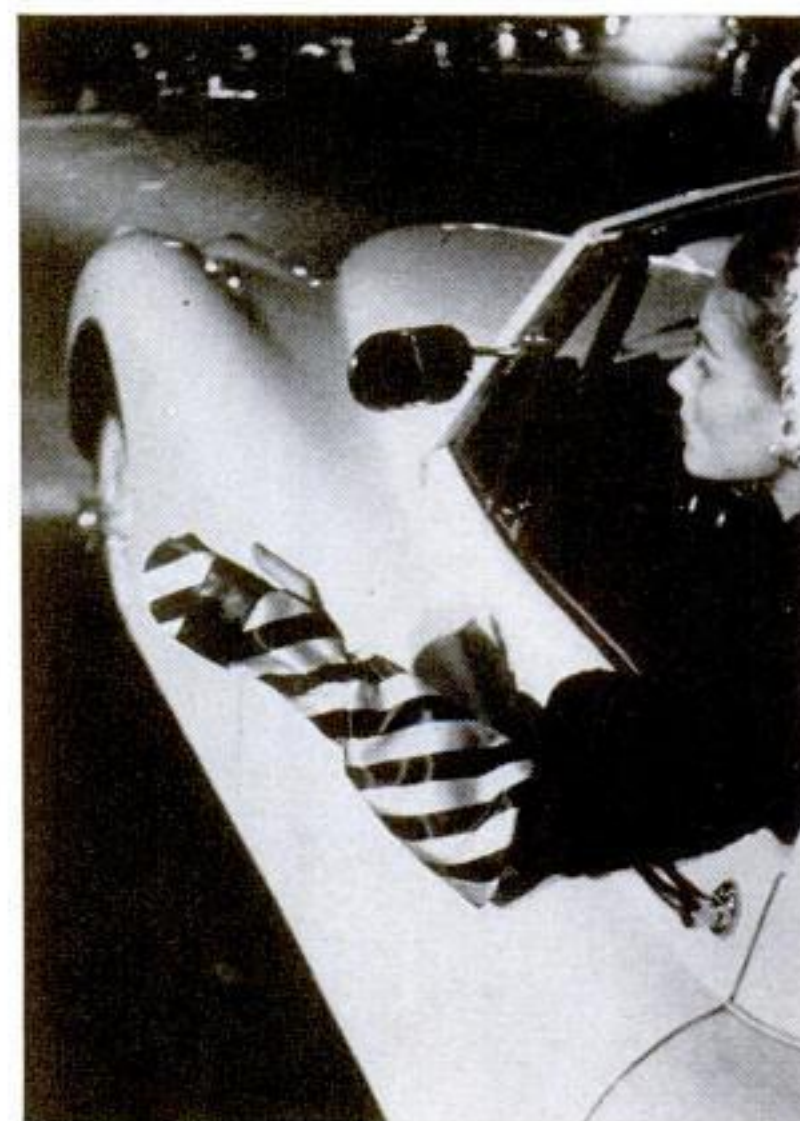
SPORTS CAR WEAR CONTINUED



SCARF of thin black and white silk (B. Altman, \$2), being waved over side of a Cunningham, copies the checkered winner's flag used at sports car races.

GLOVE of satin in wide stripes (B. Altman, \$5), indicating a turn in a Jaguar, fits over any sleeve, was designed to show up when signaling at night.

JACKETS made of white leather (McGregor, \$25 for women, \$29 for men) are light but warm, permit couple to dress alike. The car is a Sunbeam Alpine.



*a Good
Beginning
is so
Important!*



HOME from the hospital . . . and suddenly you know baby is *really* yours. From here on, you hold the key to his future well-being. Now your heart will speak for you—in the special language that only a baby understands. Now your hands will work with a new devotion—the kind that makes a baby blossom.



EARLY devotion to baby's physical needs is important, too! That's why Gerber's make every effort to provide starting foods which are particularly pleasing to delicate palates, yet offer the nourishing qualities growing bodies need.

As your baby progresses to something more than an all-liquid diet, a variety of well-balanced meals becomes important in helping baby build future good-eating habits. Gerber's *complete* selection of strained foods makes it ever so easy to keep appetite interest alive.

FIRST-OFF, there are Gerber's "Starters"—4 Cereals, Orange Juice, Egg Yolks and Meats—foods usually suggested by doctors for little beginners.

The pre-cooked Baby Cereals have the bland, but distinctive, flavors babies prefer—are smooth-textured—vitamin- and mineral-enriched. (Now in the new "Quad" package—small-size boxes of Rice, Barley, Oatmeal and Cereal Food—all wrapped together for easy use, convenient storage.)

Gerber's Strained Orange Juice has a mild, natural flavor and the high vitamin-C content so vital to healthy gums and body tissues. Then come the custard-smooth Strained Egg Yolks, extra-rich in

vitamin-A and iron . . . a good source of protein.

For the complete body-building proteins your active baby needs, Gerber's offer 7 savory, Strained Meats. Made of selected Armour cuts, they're all meat, with just enough broth added to give the pleasant, easy-to-swallow consistency wee ones like.



TO FURTHER THE CAUSE of a well-balanced diet: Gerber's Strained Fruits, Vegetables and Soups—famous for their tempting true flavors, appealing natural colors and nice-on-the-tongue texture. To round out the appetizing picture: Gerber's delicious, nutritious Desserts.



Babies are our business... our only business!



Gerber's Baby Foods, Fremont, Mich., Oakland, Cal., Rochester, N. Y., Niagara Falls, Canada

**Gerber's®
BABY FOODS**

4 CEREALS • 60 STRAINED & JUNIOR FOODS,
INCLUDING MEATS

NEW CORN



NEW COLOR—NEW FLAVOR—NEW PROCESS



You can see the difference—taste it, too

The corn on the left is as fresh-looking and fresh-tasting as vacuum-packed corn could be until now. On the right you see a new miracle—the new Niblets

Brand, quick-cooked by a new process in 1/5th the time. Result: *new* natural color and flavor found before only in fresh-picked corn.

New “fresh-flavor” process makes new Niblets Brand look fresher . . . taste fresher than any canned corn ever did before

NEW PROCESS
NIBLETS
BRAND
WHOLE KERNEL CORN

Green Giant Company, headquarters, Le Sueur, Minnesota; Green Giant of Canada, Ltd., Tecumseh, Ontario
 “Niblets” Brand Reg. U. S. Pat. Off. ©GGCo.

Now—a new way to enjoy the new corn
NEW PROCESS NIBLETS® MEXICORN®
 corn with sweet red and green peppers





In this crystal filter



HEALTH PROTECTION NO "FILTER CIGARETTE" CAN GIVE!

Even though you smoke a "filter tip" brand—take this common-sense step to *truly* safer smoking:

Filter every cigarette you smoke with a Denicotea Crystal Filter cigarette holder. *And see for yourself—in the Denicotea filter itself—the amazing extra protection you get!*

A fresh Denicotea filter, as shown above, is *crystal-clear in color*. Below are three test filters—each after smoking just 20 cigarettes of leading "filter tip" brands.



Brand A



Brand B



Brand C

Each has turned brown with absorbed tars and nicotine—irritants passed by the cigarette's "filter tip," but trapped by Denicotea's dramatically superior filtering action. *Proof that no matter which brand of cigarettes you smoke you'll enjoy more smoking pleasure, greater peace of mind with Denicotea!*

Makes your brand—any brand—safer to smoke!

dunhill

DE-NICOTEA

CRYSTAL FILTER
CIGARETTE HOLDER

Used and highly recommended by many physicians and dentists all over the world.

The smart, slim Denicotea Holder comes in various lengths, finishes and colors. **2.50** and **3.50** including extra filters. At stores everywhere.

PRIVATE WEATHER EYE CONTINUED

Two of his clients were in the New York area, and on Christmas of 1947 Wallace, worried about an innocuous-looking "low" that was drifting across the Southern states, insisted on going to his office. That night at 8 p.m. he began warning his New York clients of a major disturbance.

So when the big snow of 1947, the heaviest snowfall in New York Weather Bureau history, struck the city, the two Wallace clients—New York State Department of Public Works and Garden City, L.I.'s Department of Public Works, were ready. The Weather Bureau, after predicting "occasional snow ending this afternoon" for Dec. 26, revised its prediction twice and finally at noon predicted a total of 15 inches ending at 7:30 that night. (Actually 25.8 inches fell and the snow continued, although lightly, until 3:05 a.m. on Dec. 27.) Mighty New York City was paralyzed. Alerted little Garden City, all plows mobilized, kept its major arteries clear.

Wallace feels that his fledgling Northeast Weather Service would never have survived had it not been for the '47 storm. When word got around, his business boomed; one of the new clients was the Long Island Rail Road, and today he has more clients around New York than around Boston.

Distance means little in meteorology. One of Wallace's clients is a New Hampshire chicken hatchery, which ships throughout a good part of the world and depends on his advice as to when air freight shipments of its delicate merchandise can get through without delay. For this client Wallace forecasts weather in the Caribbean, South America and infrequently Western Europe. For another company which does cloud seeding he has forecast from his Lexington office the cloud and atmospheric conditions over northern Peru. Whenever he signs a distant client he first makes a careful study of elevation and contour maps, weather records and local weather peculiarities. After that it is a matter of applying the CAA reports, which he receives day and night on the basement office teletype, and his own instincts.

Easier from a distance

FAR from adding to their difficulties, most industrial meteorologists feel it is easier to predict for a distant point than for one's home area. That is because the capable forecaster predicting for an area far away is bound strictly by the logic of the weather pattern. But predicting for home he is influenced in spite of himself by what he sees out the window. It is easy to predict a dense fog will lift from another city by 4 p.m. But if the fog is pressing heavy against one's own window, it is only human to advance its predicted disappearance to 6 or 8 p.m.

The 50 clients for whom Wallace currently works represent a fair cross section of the average private forecaster's trade: a leather company which dries patent leather by sunlight; a construction company, with hundreds of men to be notified if there is no work that day; the New Hampshire Recreation Division which needs weather information to schedule winter sports events.

Not all of Wallace's clients have such serious purposes, however. One is a wealthy sportsman who spends most of his time racing his sailboat. A few days before an important race he flies his private plane up from New York to Lexington for a special weather briefing from Wallace. If, as sometimes happens, the race's rules forbid reception of special weather advice after the starting gun, he calls Wallace via ship-to-shore telephone just before the race for last-minute tips. Once, when atmospheric conditions prevented long-range ship-to-shore communication, he had the plane fly up, circle Wallace's modest colonial house, get the last-minute briefing at close range and then fly back to Long Island Sound, to relay the information to him. Other (nonpaying) clients include friends who call up for advice on whether to plan a picnic and telephone operators who handle Northeast's long distance calls. Unable to understand the predictions which are usually telephoned in numerical code (p. 88), the operators sometimes shyly call later and ask if it will be safe to wear a new spring hat to church tomorrow.

Wallace is a somewhat studious man whose unruffled exterior seldom suggests the tension under which he frequently labors. Despite the several assistants he employs, he is tied closely to his neat pine-paneled workshop in the basement of his home from late fall until early spring, for the snow season is when his responsibilities are heaviest. He does not venture out for an evening movie without first studying the latest map to assure himself nothing is likely to happen in his areas in the next few hours. He makes most of his selling trips in the summer, when the weather is relatively dependable for a few days at a time.

Wallace works under the painful knowledge of what a few hours' warning can mean in the way of injury and death. He knows for

CONTINUED ON PAGE 92

▶▶ Do you enter
traffic cautiously?

It can help you save up to 40% on auto insurance!

*Read why careful drivers get top-notch
protection at rock-bottom rates with*

STATE FARM MUTUAL

Most car owners who read this are every bit as careful as the driver in our picture.

If you are, you should find it easy to qualify for State Farm Mutual's low-cost "careful driver insurance."

We can cut your auto insurance cost up to 40 per cent because we aim to insure careful drivers only. Careful drivers cost less to insure. We pass the saving right back to State Farm members in the form of *low rates*.

There are other reasons, too, why you should consider State Farm insurance. We insure more than 3 million cars—far more than any other company. We offer the convenience of semi-annual payments at no extra cost. We handle claims in a fast, fair, and friendly manner, through our own organization of 7,000 agents and 700 claim expeditors.

For full details—and the exact amount you can save—call the nearest agent listed under "State Farm Insurance" in the yellow pages of your phone book. Or write: State Farm Mutual, Dept. C-15, Bloomington, Illinois.



Can You Qualify?

*State Farm aims to insure
careful drivers only. Drivers
who can be counted on to:*

- ☐ Enter traffic cautiously
- ☐ Be alert for emergencies
- ☐ Make full stop at stop signs
- ☐ Obey speed laws
- ☐ Always signal stops and turns
- ☐ Keep safe distance from car ahead
- ☐ Avoid mixing alcohol and gasoline
- ☐ Yield pedestrians the right of way

STATE FARM MUTUAL



FREE TO MEMBERS!

Ask your agent for your new State Farm insignia (like above) in bright red headlight-reflecting Scotchlite. Display it proudly on left rear car bumper to identify yourself as "careful driver, soundly insured" . . . to provide emergency reflection when parked or if taillight fails.

"the careful driver insurance company"

State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Co.
and its wholly owned affiliates:

State Farm Life Insurance Company
State Farm Fire and Casualty Company

Home Office: Bloomington, Illinois. Field claim offices
in 325 principal cities. 7,000 agents in 40 states, District
of Columbia, and Ontario, Canada

Hear "Jack Brickhouse Sports News" Saturdays and
"Cecil Brown News Commentaries" Sundays over Mutual Stations.
Check local radio listings.

SAFE STEAM HEAT
FROM ANY WALL PLUG

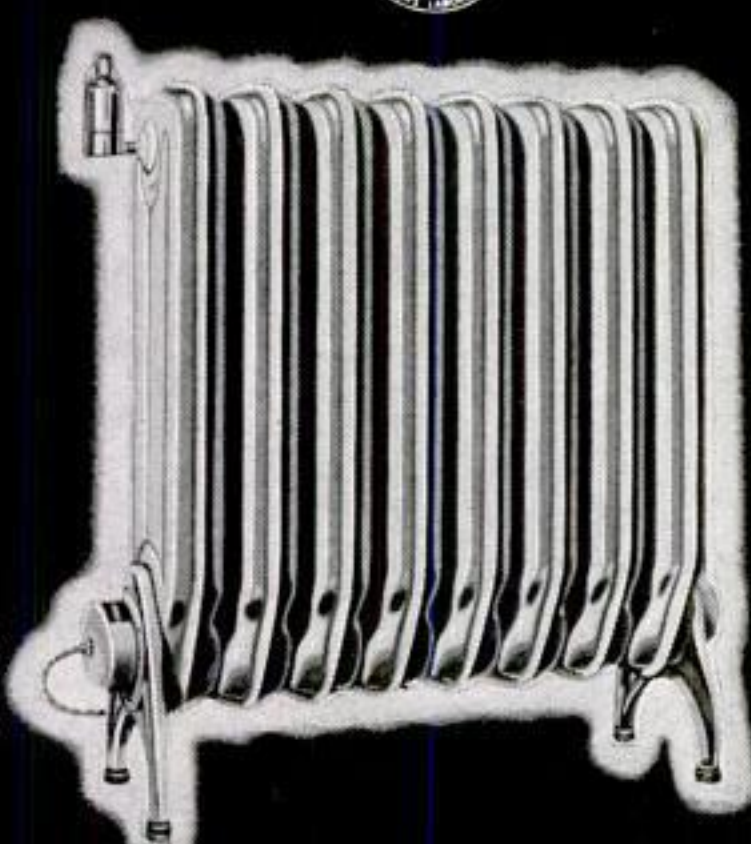
Electresteen® PORTABLE RADIATOR



THE ORIGINAL
ELECTRIC STEAM
RADIATOR

SAFEST
MOST EFFICIENT

IVORY OR WALNUT
8 SECTION MODEL . . . \$39.95
10 SECTION MODEL . . . \$44.95



BE SURE IT'S THE GENUINE
Electresteen RADIATOR



Electresteen DELUXE THERMOSTAT

PROVIDES FULL AUTOMATIC
CONTROL FOR ANY ELECTRIC
SPACE HEATER. JUST HANG UP,
PLUG IN, SET IT, AND FORGET IT.

ONLY \$9.95

WORLD'S SAFEST VAPORIZATION FOR RELIEF FROM COLDS

Electresteen AUTOMATIC ELECTRIC VAPORIZERS

UP TO 40% MORE
FOR YOUR MONEY

MORE CAPACITY
MORE FEATURES

AUTOMATIC SHUTOFF
LARGEST MEDICANT CUP
FAST STEAM ACTION

ASK YOUR DOCTOR . . .
HE KNOWS
ELECTRESTEEM

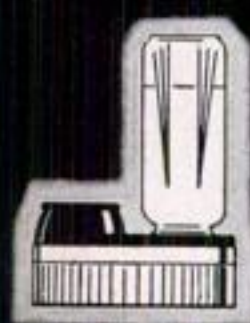


ONE-GALLON CAPACITY \$6.95

HALF-GALLON CAPACITY \$4.95

ONE-PINT CAPACITY \$2.45

ASK FOR THESE FAMOUS ELECTRESTEEM PRODUCTS AT LEADING DEALERS EVERYWHERE



DELUXE
Vaporizer
\$8.45



STANDARD
Vaporizer
\$6.95



BANTAM
Vaporizer
\$3.49



BABY CHEF JR.
Bottle Warmer
\$1.98



8 BABY-BOTTLE
Sterilizer
\$8.95

WORLD'S LARGEST MAKERS OF ELECTRIC STEAM PRODUCTS
ELECTRIC STEAM RADIATOR CORPORATION
ONE ELECTRIC AVENUE, PARIS (Bourbon County), KENTUCKY

TYPE OF STORM <input type="checkbox"/> 1 Snow Storm <input type="checkbox"/> 2 Snow to Ice Storm <input type="checkbox"/> 3 Snow to Rain <input type="checkbox"/> 4 Rain to Snow	TYPE OF STORM <input type="checkbox"/> 63 Ice Storm <input type="checkbox"/> 64 Ice to Rain <input type="checkbox"/> 65 Special Ice Problem <input type="checkbox"/> 66 Rain to Ice	DURATION (EXC) <input type="checkbox"/> 124 Less than <input type="checkbox"/> 125 6-12 Hours <input type="checkbox"/> 126 12-18 Hour <input type="checkbox"/> 127 18-24 Hour
SNOW TYPE <input type="checkbox"/> 5 Drifting (over 25 m.p.h.) <input type="checkbox"/> 6 Dry (below 300F) <input type="checkbox"/> 7 Fluffy <input type="checkbox"/> 8 (Becoming) <input type="checkbox"/> 9 Wet (30°-34°) <input type="checkbox"/> 10 Melting (over 34°)	TYPE OF RAIN <input type="checkbox"/> 67 Hard Freezing (below 25°) <input type="checkbox"/> 68 Freezing (25°-32°) <input type="checkbox"/> 69 Borderline (30°-35°) <input type="checkbox"/> 70 (Becoming) <input type="checkbox"/> 71 Cold (35°-40°) <input type="checkbox"/> 72 Warm (over 40°)	WIND <input type="checkbox"/> 128 Light (0-1) <input type="checkbox"/> 129 Mod. (12-13) <input type="checkbox"/> 130 Windy (over 13) <input type="checkbox"/> 131 N <input type="checkbox"/> 132 E <input type="checkbox"/> 133 S <input type="checkbox"/> 134 W
SNOWFALL (EXCEPT SNOW SHOWERS) <input type="checkbox"/> 11 Less than 2 inches <input type="checkbox"/> 12 1-3 inches <input type="checkbox"/> 13 2-4 inches <input type="checkbox"/> 14 3-6 inches <input type="checkbox"/> 15 4-7 inches <input type="checkbox"/> 16 6-9 inches <input type="checkbox"/> 17 8-12 inches <input type="checkbox"/> 18 10-15 inches <input type="checkbox"/> 19 12-18 inches <input type="checkbox"/> 20 Over 18 inches	EFFECTS OF RAIN <input type="checkbox"/> 73 Brief Icing <input type="checkbox"/> 74 Prolonged Icing <input type="checkbox"/> 75 None <input type="checkbox"/> 76 Part Washout of New Snow <input type="checkbox"/> 77 Total " " " " <input type="checkbox"/> 78 " " " " all Snow	WEATHER UP <input type="checkbox"/> 140 Sunny <input type="checkbox"/> 141 Partly Cl <input type="checkbox"/> 142 Cloudy <input type="checkbox"/> 143 Thawing Dr <input type="checkbox"/> 144 Thawing N <input type="checkbox"/> 145 Melting Dr <input type="checkbox"/> 146 " " " " <input type="checkbox"/> 147 Below Fre <input type="checkbox"/> 148 " " " " <input type="checkbox"/> 149 Below 20° <input type="checkbox"/> 150 Below 10° <input type="checkbox"/> 151 Windy (ov
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	RAIN BY <input type="checkbox"/> 103 Mon. <input type="checkbox"/> 104 Tues. <input type="checkbox"/> 105 Wed. <input type="checkbox"/> 106 Thurs. <input type="checkbox"/> 107 Fri. <input type="checkbox"/> 108 Sat. <input type="checkbox"/> 109 Sun. <input type="checkbox"/> 110 1-3 <input type="checkbox"/> 111 2-4 <input type="checkbox"/> 112 3-5 <input type="checkbox"/> 113 4-6 <input type="checkbox"/> 114 5-7 <input type="checkbox"/> 115 6-8 <input type="checkbox"/> 116 7-9 <input type="checkbox"/> 117 8-10 <input type="checkbox"/> 118 9-11 <input type="checkbox"/> 119 10-12 <input type="checkbox"/> 120 11-1 <input type="checkbox"/> 121 12-2 <input type="checkbox"/> 122	SNOW SHOW <input type="checkbox"/> 152 Brief Sno <input type="checkbox"/> 153 Cont. Sno <input type="checkbox"/> 154 Occasional <input type="checkbox"/> 155 Light Acc <input type="checkbox"/> 156 Mod. <input type="checkbox"/> 157 Heavy <input type="checkbox"/> 158 Beginnin <input type="checkbox"/> 159 " " " " <input type="checkbox"/> 160 " " " " <input type="checkbox"/> 161 " " " " <input type="checkbox"/> 162 Same Da <input type="checkbox"/> 163 Next Day <input type="checkbox"/> 164 Ending N <input type="checkbox"/> 165 " " " " <input type="checkbox"/> 166 " " " " <input type="checkbox"/> 167 " " " " <input type="checkbox"/> 168 REMARKS

A WALLACE REPORT looks like this in part. Information is checked off and corresponding numbers are read to clients who decode from similar sheet.

PRIVATE WEATHER EYE CONTINUED

Bureau gives weather information free? To which the private practitioner can reply: the U.S. Weather Bureau is a staid, 84-year-old institution devoted to providing only general forecasting of weather for the public and for agriculture, aviation and shipping. For years its budget has been a favorite economy of Congress. The bureau, whose services can save or lose hundreds of lives and billions of dollars, receives a scant \$27 million; and for fiscal 1955 its budget has been cut to \$24,750,000. The U.S. public actually spends more in nickels and dimes dialing WEather 1212, to get the bureau's information than it does to support the Weather Bureau itself.

The business or professional man who wants specialized weather information cannot get it from the undermanned Weather Bureau where the forecast sometimes changes with a change in eight-hour shifts, often reaches the public late (due to the delays inherent in newspaper publishing and broadcasting) and makes general forecasts with only moderate accuracy. For example, the bureau never gives the chances involved in a forecast; it predicts "rain" whether rain is 20-to-1 sure or only a 60-40 likelihood.

Yet both the industrial and government meteorologists work from the same data—the Civil Aeronautics Administration teletype network which carries reports from several thousand stations—Weather Bureau, airline, Army, Navy, Coast Guard and ships at sea—and reports more than a million weather facts every 24 hours. From that and his own knowledge of the analogues—the records of what happened in the past in a certain area under the approximately same conditions—the weather expert draws his map of the highs, lows and courses of storms and makes his forecast.

Industrial meteorologists, taking this information and adapting it to their client's particular needs, alert him instantly by telephone or teletype when anything untoward threatens. Usually this is 12 to 24 hours in advance of its happening and the initial alert is followed by additional calls as the situation changes, with each detailed forecast being accompanied by a "confidence rating"—the forecaster's own appraisal of his certainty. When he is not certain he frankly says so, sometimes in mathematical terms. These things, plus his past record, help develop great faith in the client's mind.

John Edwin Wallace was fortunate enough to establish this kind of faith in his clients' minds early in his career. He had obtained his meteorology training in the Air Force, where he helped forecast for the African landings and for the explosion, at Alamogordo, of the first atomic bomb. Demobilized in 1946, he did work at M.I.T. for a year, then opened his own business. After some hard digging and fast talking he got a few clients, enough so that he, his wife Ann and their 2½-year-old son David could live modestly in Boston.

CONTINUED ON PAGE 90

Add Spice to your Life

Old Spice

FOR MEN



Add spice to your life—with Old Spice. The superior quality of these shave and grooming needs makes you look and feel your very best. And that brisk, crisp Old Spice scent *adds* zest. Try it—and see.

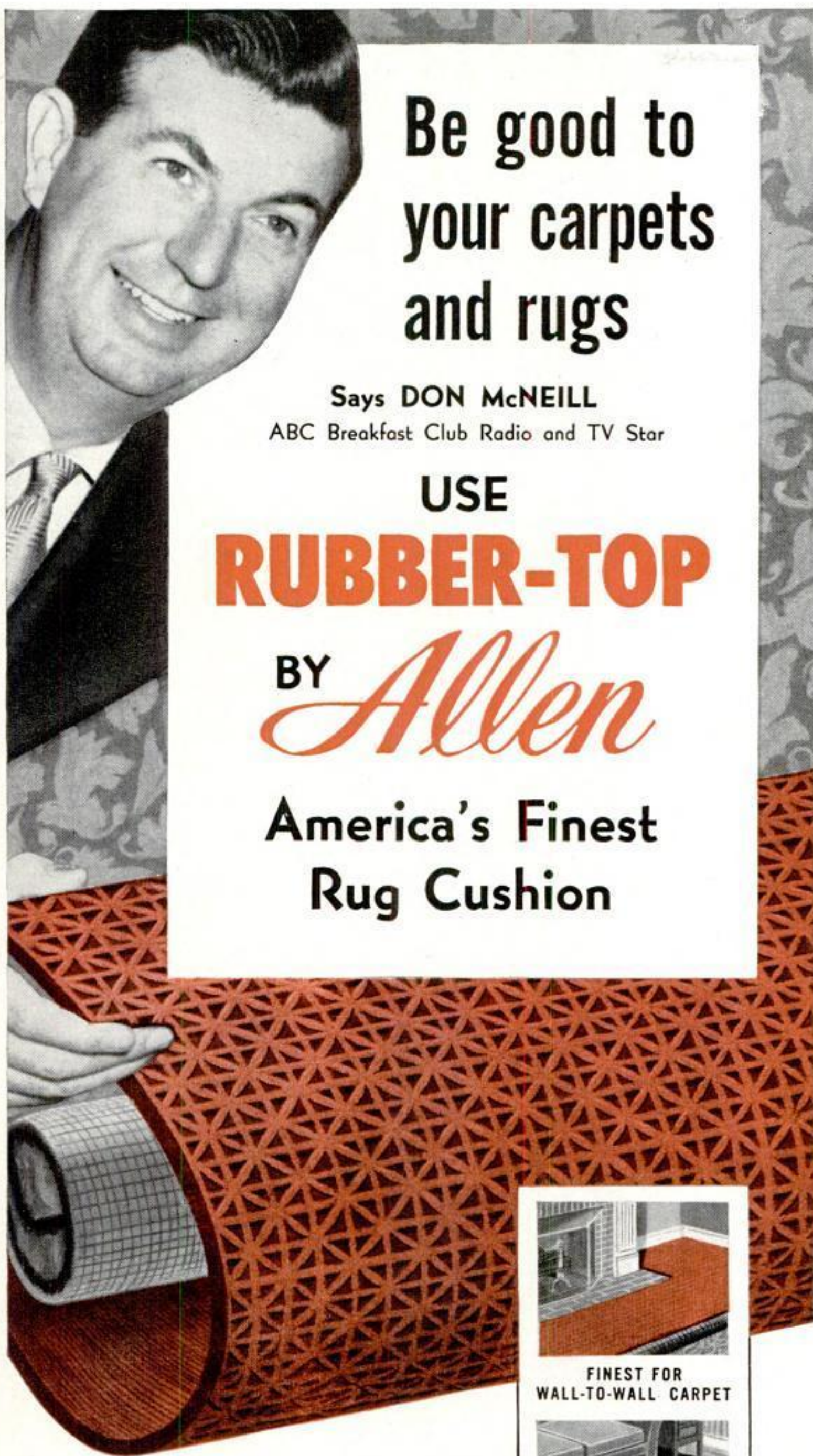
Stick Deodorant, 1.00 • After Shave Lotion, 1.00 • Shaving Mug, 1.25 (Refill, .75) • Pressurized Smooth Shave, 1.00 • Shaving Cream, Brushless or Lather, .50

SHULTON

New York

Toronto

Prices plus tax except on Shaving Cream and Soap



Be good to your carpets and rugs

Says **DON McNEILL**
ABC Breakfast Club Radio and TV Star

USE
RUBBER-TOP

BY *Allen*

America's Finest
Rug Cushion

More for Your Money —

RUBBER-TOP redoubles the life of your carpets and rugs . . . affords the maximum in walking comfort . . . "A TREAT FOR WEARY FEET."

RUBBER-TOP (44 oz. Terra Cotta Red) has a patented, rubberized waffled top, ribbed rubberized back and shock absorber center. Chosen by experts for under rugs and carpets in hotels and busy buildings. You, too, can enjoy this same economical rug cushion in your home. Insist on RUBBER-TOP by ALLEN wherever you buy your floor coverings.

Also ask to see Allen RUBBER-LOC (52 oz. in Chlorophyll Green)—The Luxury Rug Cushion.



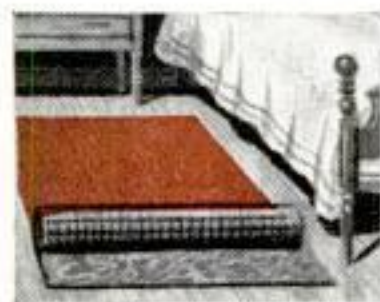
Allen—a leading manufacturer of automotive trim—also specially designed automotive upholstery and insulating padding.



FINEST FOR
WALL-TO-WALL CARPET



FINEST FOR
ROOM SIZE RUGS



FINEST FOR COTTON
RUGS AND CARPETS



FINEST FOR
STAIR CARPETS

PRIVATE WEATHER EYE CONTINUED

Consultants of Altadena) gives ranchers several days' to a week's warning of cold spells or storms that might kill the cattle. State and municipal highway departments are mainstays of private meteorology, since advance knowledge of how much snow, sleet and freezing rain will fall can save them many thousands of dollars.

An eastern manufacturer of storm wear uses weather knowledge to sell more of his goods. He gets flashes from a weather watcher whenever snow or rain begins in cities where his customer stores are and so is able to get on the long distance phone and sell new stocks of galoshes, snow gear and rubbers to merchandise managers already softened up by the sudden demand for these items. Produce dealers and speculators use advance knowledge of weather-induced failure or tardiness of rival crops to turn a quick dollar on the market. The manager of a Chicago department store took a weather service because, among other reasons, he learned that women will not buy hats on windy days. Rice's Bakery, a Baltimore baked-goods chain, found that goods were inexplicably left over at the end of some days. Since this is a major problem in the baking business, Rice engaged Weather Services Inc., a Boston company, and Thomas F. Malone, an associate professor of meteorology at the Massachusetts Institute of Technology, to see what could be done. They discovered definite relationships between the prevailing weather, the sale of sweet goods (it increased in cold weather) and location of stores. On rainy days housewives do not go out but phone their husbands at the office to bring home baked goods, reducing neighborhood store sales and increasing them in stores near office buildings and bus stops. The consultants arranged a code describing seven types of day (from minus three to plus three) and each day telephoned the appropriate number to the bakery, which baked the amounts thus called for. Leftovers were reduced 30%.

Service for photographers, tourists

TO some extent the development of industrial meteorology has been impeded by its own success; its satisfied customers do not give it word of mouth advertising. A businessman who has discovered that for a few hundred dollars a month he can obtain a thousands-of-dollars monthly advantage over his competitors does not like to brag about it. Private meteorology's results, however, still come to light in unusual places. Murray and Trettel, a Chicago partnership whose clients have included the Illinois highway division, several meat packers and retail stores, also forecast for an avid amateur photographer who wants to know where to spend each weekend for the best outdoor lighting. Another client is a wealthy family that motors to Arizona every winter; they get a storm-avoiding route from Murray and Trettel each year before starting out. This is sometimes known in the business as the "one-shot," in contrast to the more customary seasonal or annual assignment, and the charge is usually around \$25 to \$50. Most industrial meteorologists are general practitioners, taking on any reasonable job that comes along, including one-shots. But a few are specialists. One highly successful specialist is Alfred H. Glenn of New Orleans who covers the Gulf waterfront from Corpus Christi to Biloxi for a clientele consisting almost exclusively of offshore oil drillers. Typical of his trade, Glenn is young (33) and a former Air Force weather officer. He was hired in 1947 by the Humble Oil Company to do wave forecasting along the Gulf, since the height of waves affects drilling and transport of submarine oil. Glenn himself was skeptical of his chances. But in April 1948 the Gulf was swept by a series of severe line squalls which he had forecast correctly; Humble, well battened down in advance, rode them out without loss. Glenn subsequently forecast a hurricane and some other storms with such success that he went into business for himself. Today he forecasts for some 47 locations and claims that his predictions of wave heights are within 18 inches of being exactly right 90% of the time. His regular clients pay a monthly retainer of \$650 for around-the-clock warning service against the Gulf's variegated weather. Humble, still a Glenn client, estimates that in working hours alone, he has saved them \$25,000 in one year.

Although a client of industrial meteorology seldom abandons the service once he has had it, he is difficult to "sell" on it at first. Usually he is defeatist about what can be done about weather. Thus, once told that rain is in prospect, many a merchant resigns himself to a slow day, unaware that while an all-day rain beginning at 7 a.m. may indeed inhibit that day's business, a rain beginning at noon, especially after a fair morning has lured shoppers out, can actually be a sales blessing if he knows it is coming since it holds customers in his store a captive audience.

The main objection raised by prospective clients is a blunt one: why should I pay you for your service when the U.S. Weather

CONTINUED ON PAGE 88

ALLEN INDUSTRIES, INC., Carpet Cushion Division, Detroit 7, Mich.

Auto-Lite Sta-ful Battery NEEDS WATER ONLY 3 TIMES A YEAR*

**Lasts
Longer
Too!**

Why your next battery should be an Auto-Lite "Sta-ful"!

Loss of liquid by evaporation in ordinary batteries quickly exposes plates, often causes damage, expense and loss of power.

You can save this trouble, expense and worry by switching to Auto-Lite "Sta-ful". The unique construction of Auto-Lite "Sta-ful" permits an extra large liquid reserve, over 3 times as much as in an ordinary battery, to keep "Sta-ful" plates fully covered in normal car use. This helps "Sta-ful" deliver full life and power long after the plates in ordinary batteries are exposed and inactive.

Because of its large extra liquid reserve, Auto-Lite "Sta-ful" needs water only 3 times a year in normal car use... lasts longer, too, as proved by accepted life cycle tests. Be sure your next battery is an Auto-Lite "Sta-ful".

AUTO-LITE



*IN NORMAL CAR USE

Here's the reason . . . Auto-Lite "Sta-ful" has more than 3 times the liquid reserve of ordinary batteries . . .

Liquid reserve of Auto-Lite "Sta-ful" is over 14 oz.

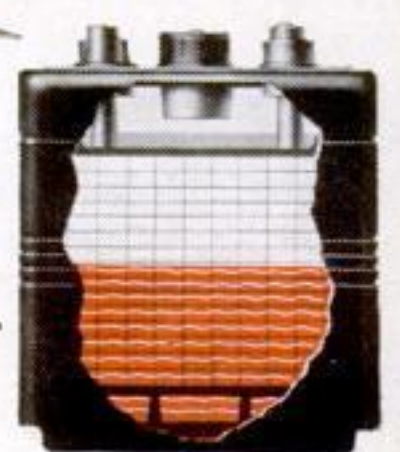


Liquid reserve of ordinary batteries is less than 4 oz.



Auto-Lite "Sta-ful" plates are fully covered and active.

AFTER EQUAL
EVAPORATION
THIS HAPPENS...



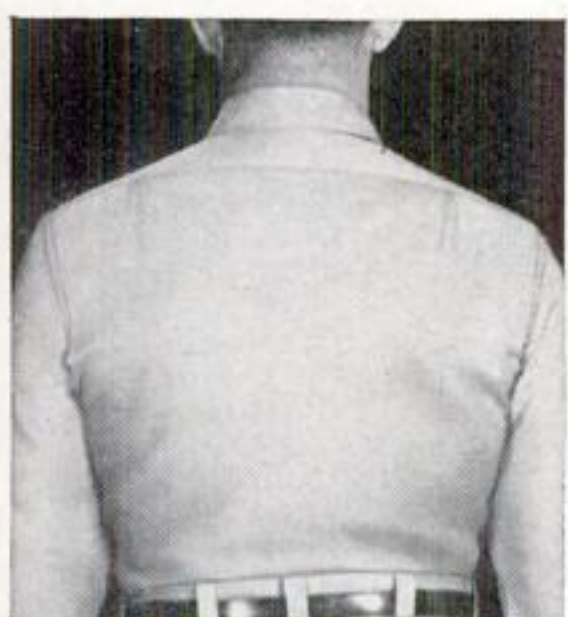
Ordinary battery plates are exposed and partially inactive.

Fibre-glass insulation helps keep power-producing material in plates, assures longer life.

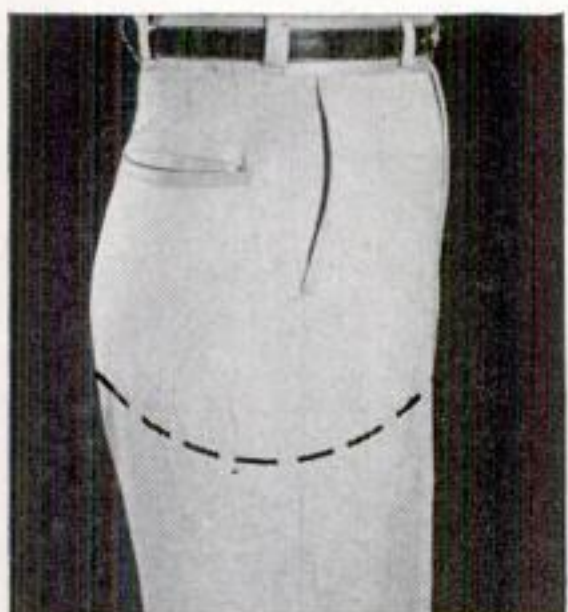
WORK AND PLAY CLOTHES



TAILORED SIZES. Each size of Lee shirts is made in three sleeve lengths and *three body lengths* to fit men of any height or build. Shirt body is formfit for better appearance.



EXTRA "GIVE" Shoulder pleats and double yoke give you greater room to stretch in Lee shirts. Strains are absorbed by material, *not threads*, for longer shirt life.



GREATER COMFORT. "U" shaped saddle crotch in Lee pants follows natural body curve, eliminates binding found in ordinary pants.



Dress-up Extras: men find they make Lee clothes longer wearing, more comfortable, better looking . . .

Handsome, hard-wearing Lee Chetopa twill shirts and pants are tailored to your size, Sanforized to *stay* your size, available in popular fade-proof colors. Lee clothes offer literally *dozens* of extra features. They look dressier, feel better, wear longer than other garments because they're made better! Prove it to yourself. Compare feature for feature. Visit your Lee dealer soon! The H. D. Lee Company, Kansas City, Missouri.



FOR WORK AND PLAY

EVERY LEE GARMENT IS UNION MADE, UNION LABELED



WALLACE'S STAFF, in basement office, are Joseph Leedom (*right rear*) with Wallace, David Watson plotting map, Gardner Perry III at teletype.

PRIVATE WEATHER EYE CONTINUED

But when Edna had blown out, Wallace could look back on a highly successful 10 days. He is an industrial meteorologist who earns his living by providing very exact and dependable weather forecasts to private clients. In each hurricane Wallace's predictions, necessarily more exacting and hand-tailored than the Weather Bureau's broad generalities, had proved more correct than the government agency's. Wallace had correctly figured Carol's unexpected speed, strength and course eight hours before she struck the coast, whereas the Weather Bureau's belated and generalized warnings drew threats of a congressional investigation. When Edna loomed, the Weather Bureau, stung by the criticism, issued early warnings and told newspapers there was a strong possibility New York City would receive the full force of the hurricane. Wallace, while slightly miscalculating the storm's exact path—the Weather Bureau did the same—told New York area clients some eight hours before the storm hit that they would be spared the worst while correctly advising more easterly clients what to expect.

Wallace's clients survived the storms well. When Carol whistled over Providence, R.I. and piled a high tide over the downtown area, the local transit company, which lost 20 buses and trolleys to the sea in 1938's hurricane, this time had all its vehicles secured on the city's upper streets. The Public Works Department of Brunswick, Maine, squarely in Edna's path, had five precious hours in which to prepare for disaster. Town officials in Port Chester, N.Y. had time to secure the municipal floating docks, which thereafter rode out the two storms without damage. Even so relatively frivolous an operation as Jones Beach's outdoor theater (*LIFE*, Aug. 2) benefited by Wallace's advice: it was well battened down when Edna screamed in. It opened for its final performance that same night because Wallace had assured the management that by nightfall the weather would be clear and mild. It was.

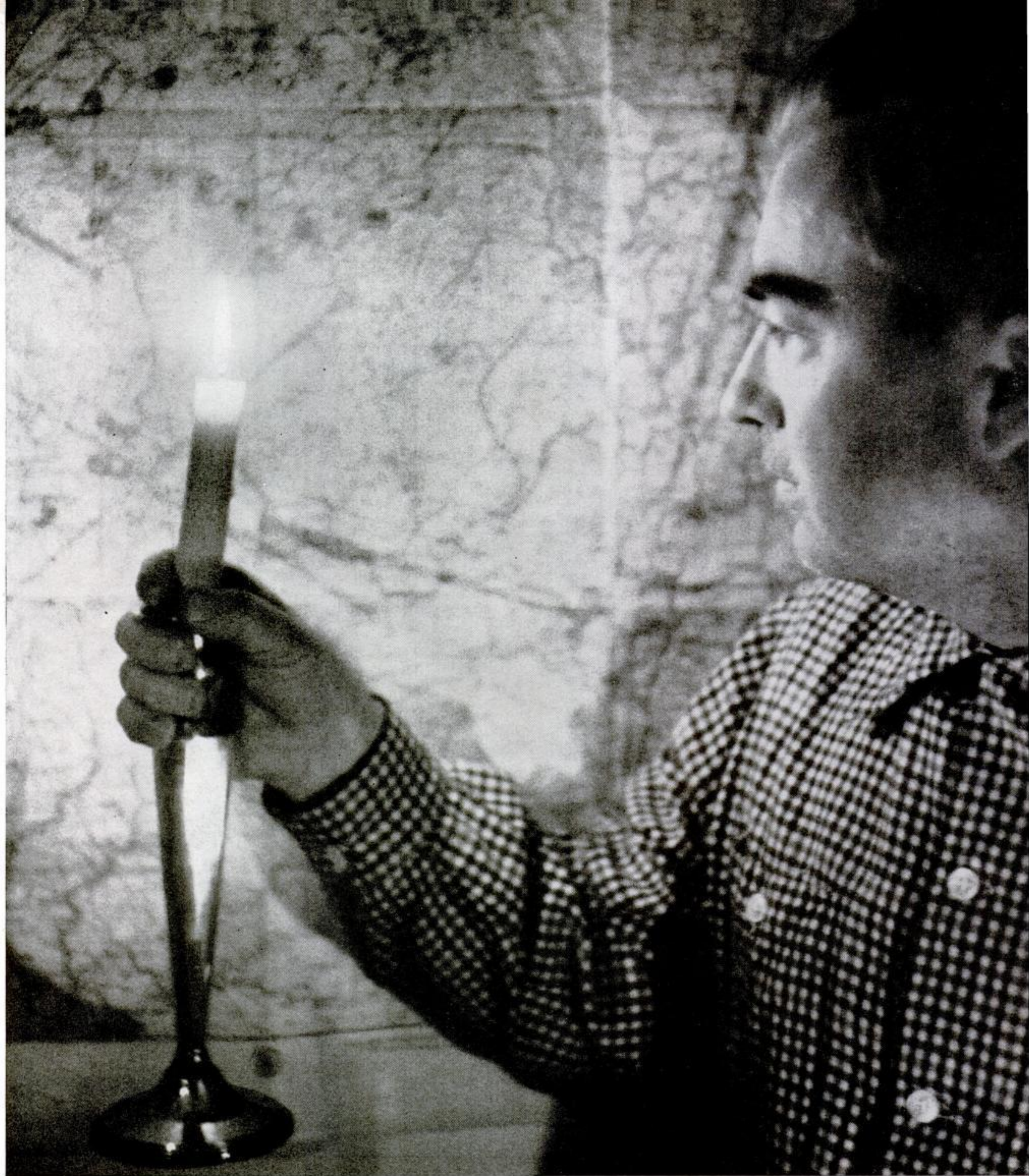
This was not the first time Wallace's service had paid off handsomely. Last fall his clients in the New York metropolitan area received snow storm warnings four hours before the storm came. This was the disastrous "sneak storm" of last Nov. 6-7 which also slipped under the Weather Bureau's guard and destroyed \$7.5 million worth of property whose owners had not been forewarned.

While such feats may seem remarkable to the layman, they are a commonplace to members of Wallace's profession. Industrial meteorology consists of providing private individuals and companies with extremely precise weather reports especially adapted to their individual needs. It has boomed ever since hundreds of service-trained young meteorologists were freed for civilian work at the end of World War II. Today there are at least a dozen private meteorological firms operating, and, counting airline weather men, academic consultants and corporation staff meteorologists, possibly 800 men in all make a living by supplying weather information to a wide variety of clients.

In Los Angeles, where it is the practice to wrap newspapers in waxed paper on wet days, the distributors of the *Los Angeles Times* subscribe to a weather service that warns them in advance whether to wrap or not to wrap. The same service (North American Weather

CONTINUED ON PAGE 86

IN HURRICANE, after electricity has gone off in his Lexington, Mass. office, John Wallace studies a contour map by candlelight.



PRIVATE WEATHER EYE

The hurricane season tests—and proves—the performance of a new pin-point forecasting profession

by HERBERT BREAN

WHEN Carol, the first of two hurricanes to smash and bluster across the northeastern U.S., in recent weeks arrived in New England, the suddenness and power with which she struck was a terrible surprise to the thousands of people in her path. But to one of them, John Wallace, a 40-year-old resident of Lexington, Mass., Carol was an anticlimax. Five days before she struck, Wallace had charted her position carefully on a weather map he drew in the basement of his home. Thereafter, with the aid of weather bulletins received steadily on a teletype in his basement office, he followed Carol on map after fresh-drawn map, finally going without sleep as she neared the coast.

When she was less than 24 hours away, Wallace began making long

distance telephone calls to dozens of businesses and public services, warning them that a major storm impended. Later he followed up these calls with many others predicting specifically for each business how and when it would be affected by the hurricane's winds, tide and rain.

Haggard after living for two days on coffee and cigarettes, Wallace finally felt the storm he had been so carefully following hit his own house. Screaming wind ripped down his cherished oak tree. His lights went out and with them his teletype. Then the telephones went dead. But it no longer mattered. Wallace went wearily to bed, his job done.

A week later Hurricane Edna began moving north and history repeated. Again Wallace lost sleep, drew weather maps, made telephone calls, again lost his lights and phones.

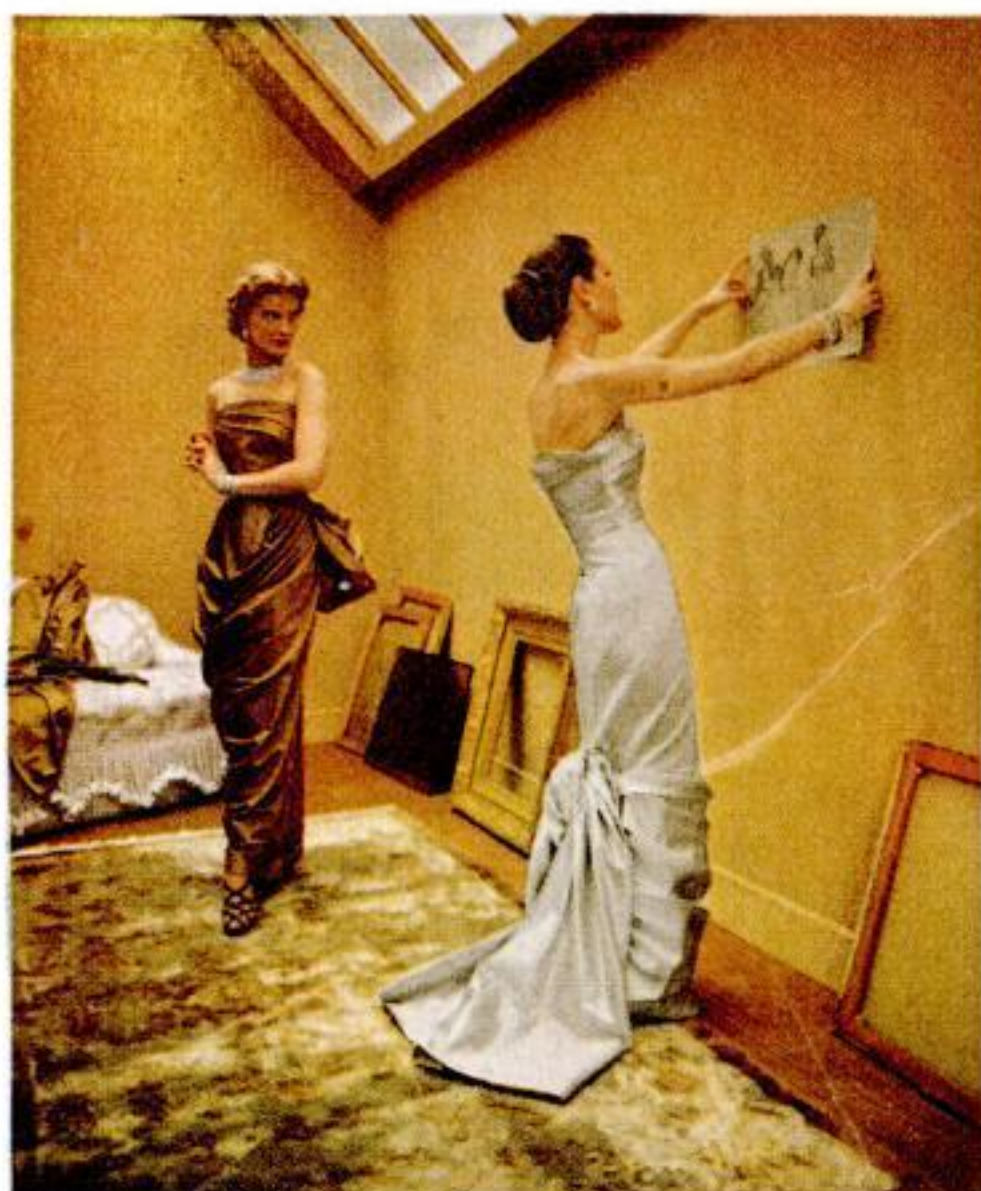
CONTINUED ON NEXT PAGE

83



Modess ... *because*

Only New Design Modess gives you the luxury of a new
whisper-soft fabric covering . . . no gauze . . . no chafe.



Winner of an Art Directors' Club Award for Distinctive Merit, this typical Modess photograph by Ruzzie Green.



A palazzo in Italy, its storied "golden room" a rich background for a sheath of sculptured ice-gray satin.



A garden in England, scene of this Cecil Beaton masterpiece that captures the sunlight of a summer afternoon.



Tropical summerhouse in the British West Indies, and the lovely Dorian Leigh wearing sheerest white lawn.



Dovima's exotic beauty, a historic New York mansion. Another award-winner; Art Directors' Club, 1954.



A romantic dress, a dazzling beauty, a splendid setting—these have made the fame of the Modess pictures.

From time to time the makers of Modess—curious to know the effect of their advertising—have asked many of their customers just what "... because" meant to them. The answers are as varied as the women questioned! And the words—each woman's own—more persuasive than the eloquence of a well-informed salesman.

Every woman responds to beauty—and rewards those who understand her. The makers of a product that is seldom discussed put their faith in this innate feminine response. They commissioned designers whose creations have made fashion history—photographers of international fame—the most glamorous models—to give meaning to a simple word.

Photographers and famous beauties travelled far to find appropriate settings for dazzling ball gowns. Pictures have been taken in a Doge's palace in Venice—on an exotic plantation in the West Indies—in a Paris salon hung with priceless tapestries. For six years, American women have responded to the most wordless—and possibly the most beautiful—advertising ever addressed to them.

In 1953 the long "silence" was broken. A whisper-soft non-woven fabric, developed exclusively for Modess, proved to be far superior to gauze as a napkin covering. This revolutionary improvement was explained with the addition of a single discreet sentence to "... because."

TO SEE HOW THE GREAT PHOTOGRAPHER, IRVING PENN, INTERPRETS THE NEWEST MEANING OF "... BECAUSE"—PLEASE TURN THE PAGE

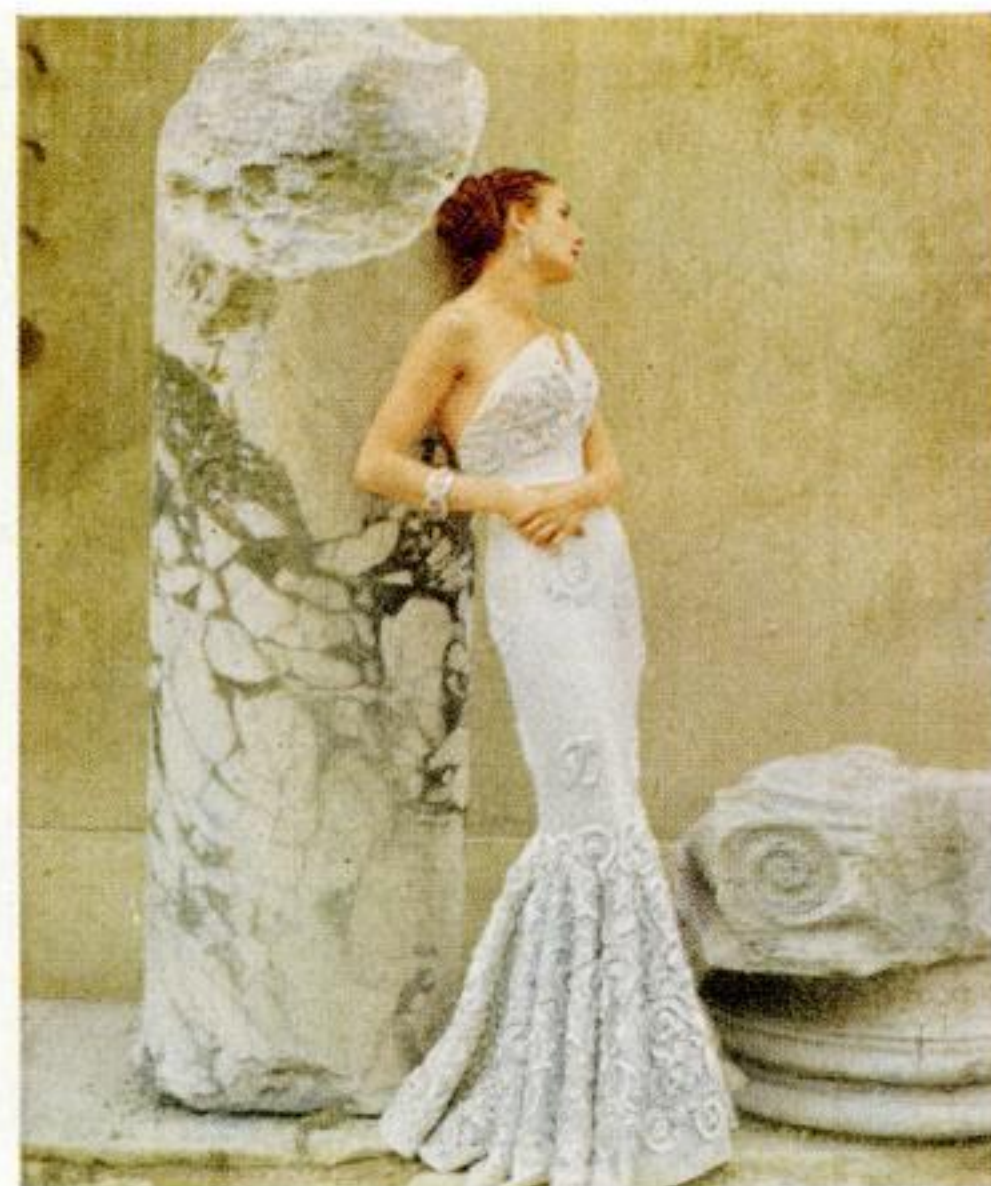
• PERSONAL PRODUCTS CORP., MILLTOWN, N. J. •



First of the Modess series, photographed by Horst. It appeared in 1948—created an immediate sensation.



The Modess series was represented by this photograph in the book "The 100 Greatest Advertisements."



The Roman Forum is the spectacular setting for this 1949 photograph by Coffin of an unknown Italian beauty.



Cecil Beaton creates the illusion of a lady dressed for her presentation at court, in this cool white study.



Two sisters, famous beauties Dorian Leigh and Susie Parker, photographed in a Manhattan penthouse.



In a Paris salon, 1950. Many famous couturiers have designed the gorgeous Modess-picture ball dresses.

FABULOUS PICTURES...
give one whispered word a thousand meanings



A whistling Nor'easter couldn't fight its way through Drizzler's 3-layer defense. U.S. Testing Co. certifies Milium. Good Housekeeping guarantees it. Parents' Magazine commends it. Boy's High Adventure Drizzler, \$13.95.



MILIUM blocks out cold in winter, heat in summer. Like an insulated wall, a Milium lining imprisons body heat. Yet its lightness, suppleness, lack of bulk give active sportsmen or spectators unrestricted freedom.

The McGregor

High Adventure Drizzler Jacket with MILIUM®

**is the warmest, lightest,
driest and healthiest jacket
your money can possibly buy!**

Specified by U. S. Navy for "Survival Suits," Jen-Cel-Lite†, now with Dacron added, is the fluffy air cell insulation in the High Adventure Drizzler. By absorbing body perspiration, it keeps you dry and warm... guards your health. Famous Drizzler outer fabric by Ameritex is water-repellent. Rugged! \$16.95

Washable warm High Tor shirt \$7.95 • High Adventure whipcord Slack in Cortina model \$12.95

David D. Doniger & Co., Inc., 303 5th Ave., N.Y. 16. *Trademark

MCGREGOR*

Sportswear made in U.S.A.

†Wool, Acetate, Dacron

Waldorf is today's Great Buy

*it's white
it's softer than ever*



New White Waldorf is baby-soft

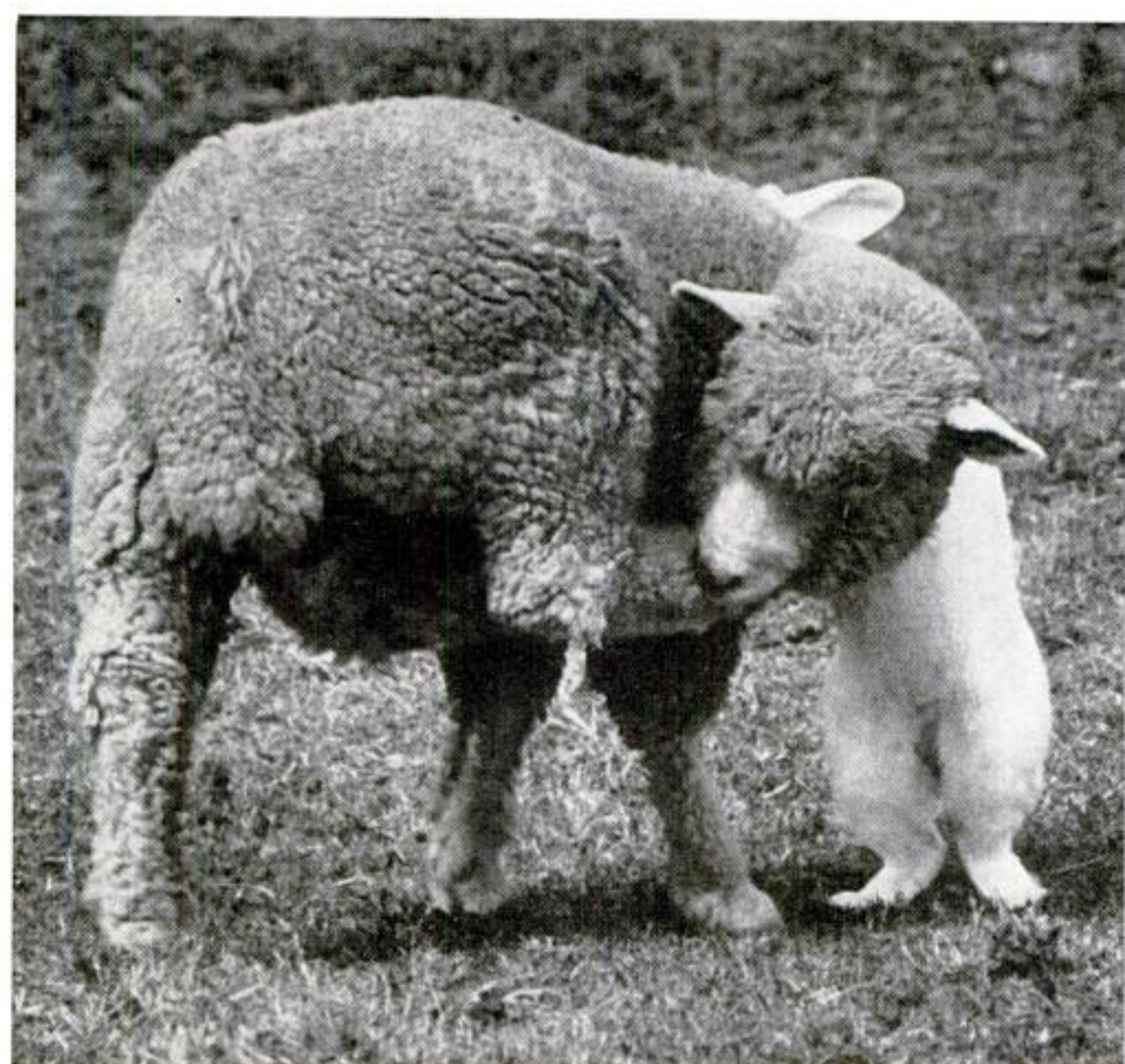
another Great Scott Value

"Waldorf" Reg. U.S. Pat. Off.

HARVEY THE HERDER CONTINUED



EATING, Harvey scrabbles for alfalfa and meal pellets with rest of the flock. He has given up his usual lettuce-carrot diet, seems to think he is a sheep.



NUZZLING his favorite ewe, Harvey is received without either hostility or interest. Still he persists in trotting around after her, gently nibbling her heels.



BUTTED by his old enemy, Harvey sometimes gets worst of it in battle. But he comes back for more and maintains his position as the tyrant of the flock.

Kodak
TRADE MARK



Good friends
Good times
Good snapshots

Your camera is a
wonderful storyteller—
let it remember
what you may forget.



Big, brilliant "preview" finder
on this Kodak Duaflex III Camera
shows you your picture big and
clear before you snap. With Kodet
Lens, \$14.95, including Federal Tax.
Flashholder, \$4.



Have your camera with you everywhere—for that's
where great snapshots are. Around home. On that special occasion.
On family outings and vacations. Wherever you are, wherever you go.
Then you'll *save* all those wonderful memories instead of *wishing* you had.

Ever miss a priceless snapshot because the film ran out?
With the new, thrifty Duo-Pak, you have 2 rolls of Kodak
Film—one for your camera, one for a spare. And there's
a nice little saving, too. In the popular 620, 120, and
127 sizes. (All Kodak Films come in single rolls, too.)

Almost like a visit at Christmas—
Photo Greeting Cards made from your own snapshot

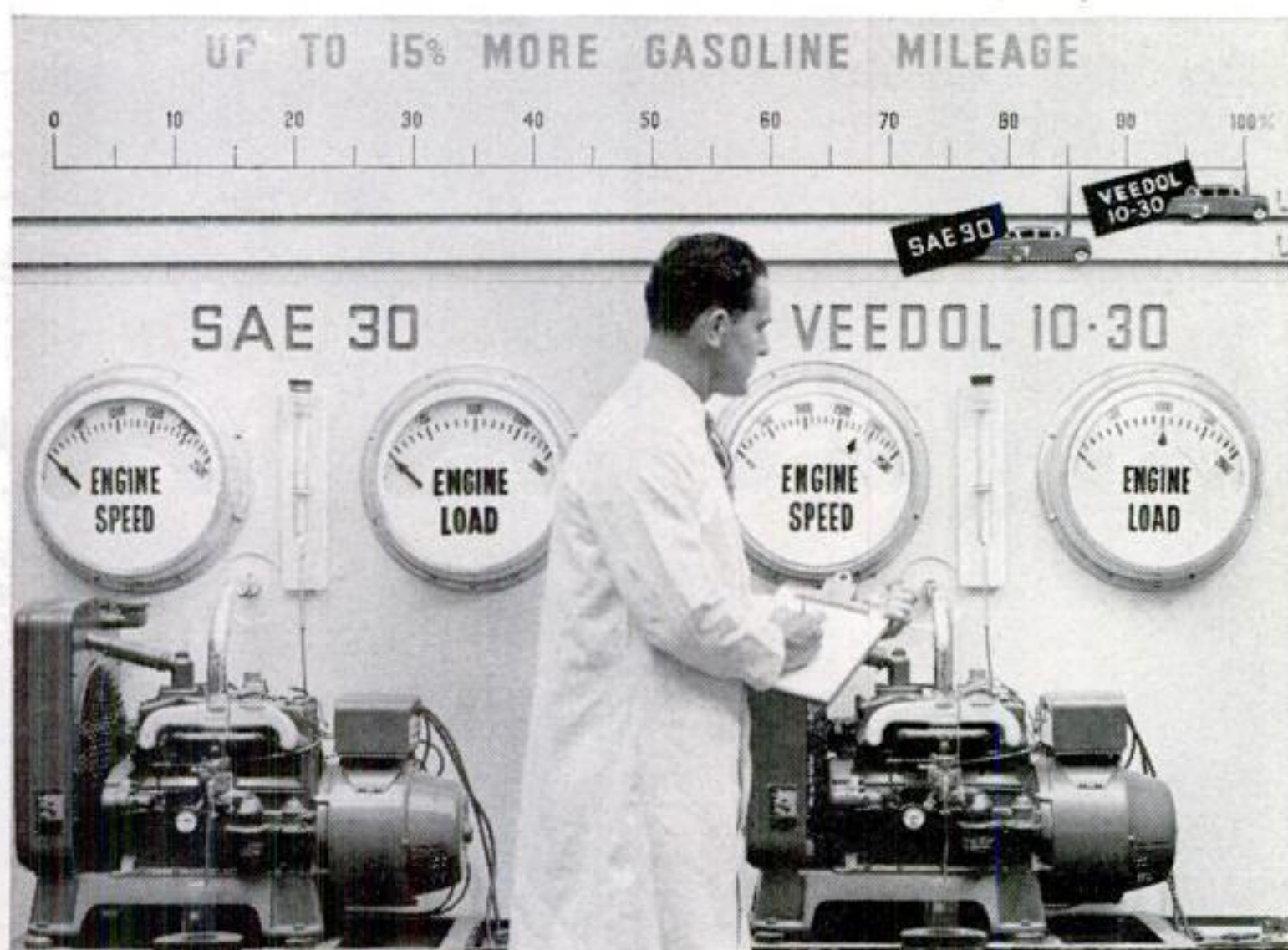
Eastman Kodak Company, Rochester 4, N. Y.

VEEDOL 10-30

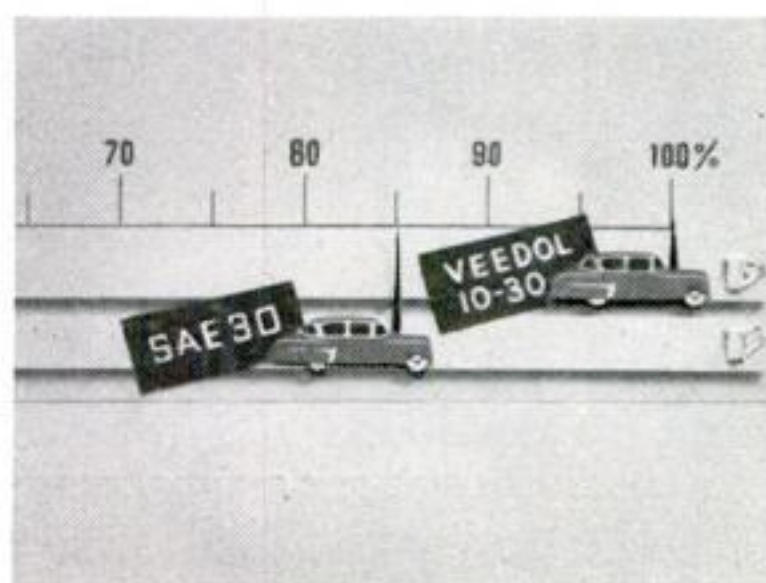
gives you

HIGHEST OCTANE PERFORMANCE

More power—greater gasoline mileage with Veedol 10-30! It adds up to 5 extra octanes to engine performance by cutting down octane-robbing carbon deposits built up by many oils—gives up to 40 extra miles per tankful of gasoline.



Test on Identical Engines compares Veedol 10-30 and ordinary SAE 30 grade oils for gasoline mileage. Enlargement of chart on test equipment shows the results. On the same amount of gasoline, engine using Veedol 10-30 goes 15 percent further. This adds up to 40 extra miles to every tankful of gasoline.



VEEDOL 10-30 Gives You All These Extras

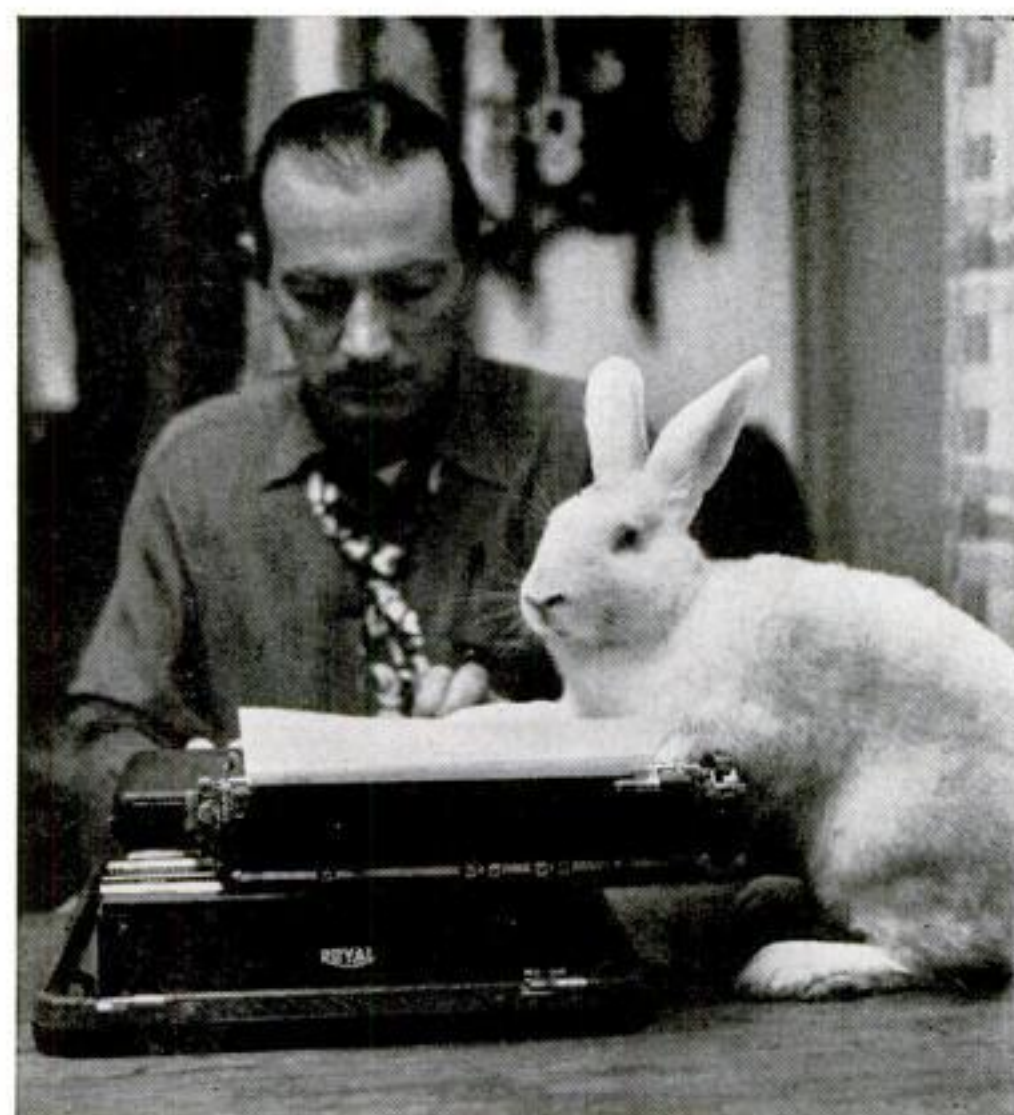
- Combines 10w-20w-30 grades oils for all-weather lubrication.
- Up to 40 extra miles to every tankful of gasoline.
- Twice-as-high detergency... cleaner engines.
- Quiets hydraulic valve clatter.
- Low oil consumption.
- Increases battery life.

TIDE WATER ASSOCIATED OIL COMPANY

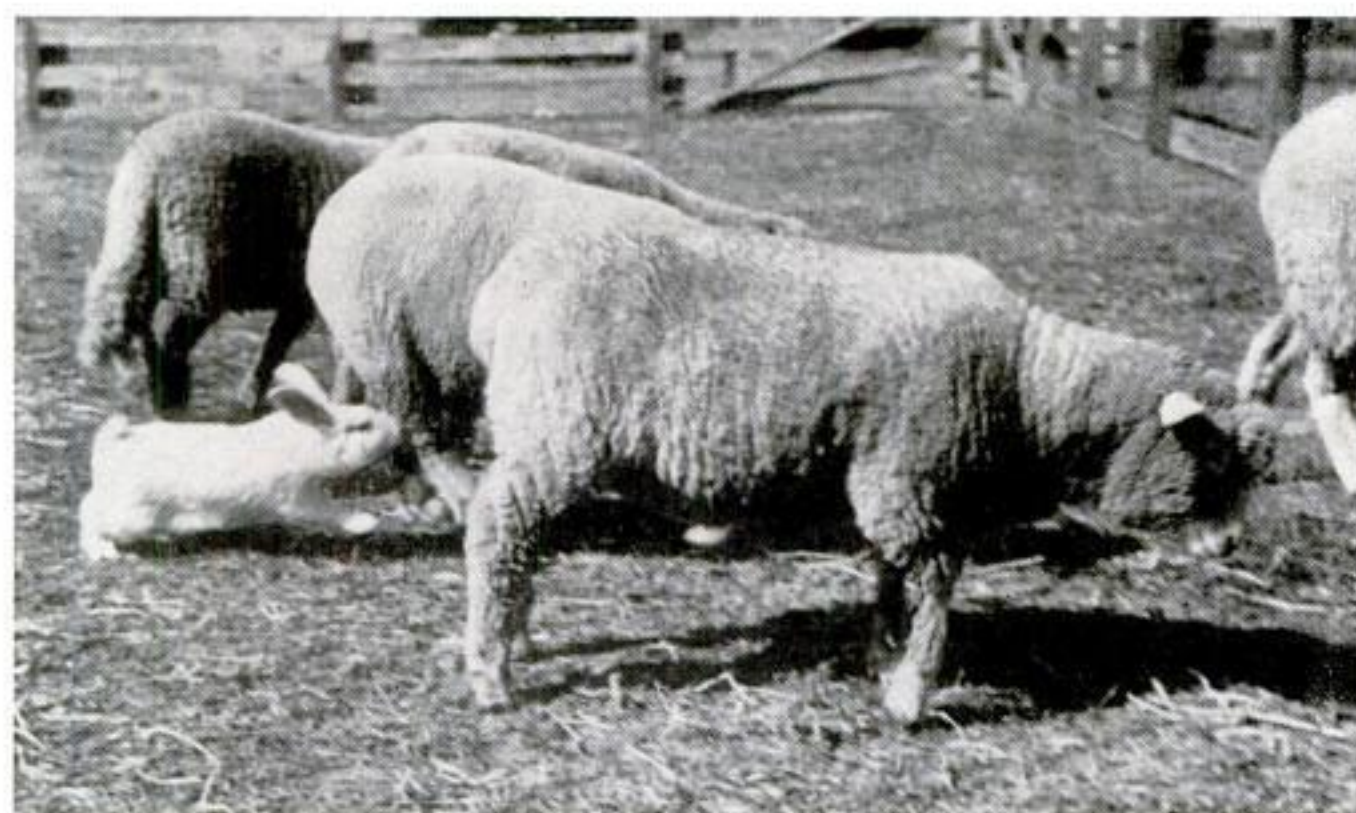
San Francisco • Tulsa • Houston • New York



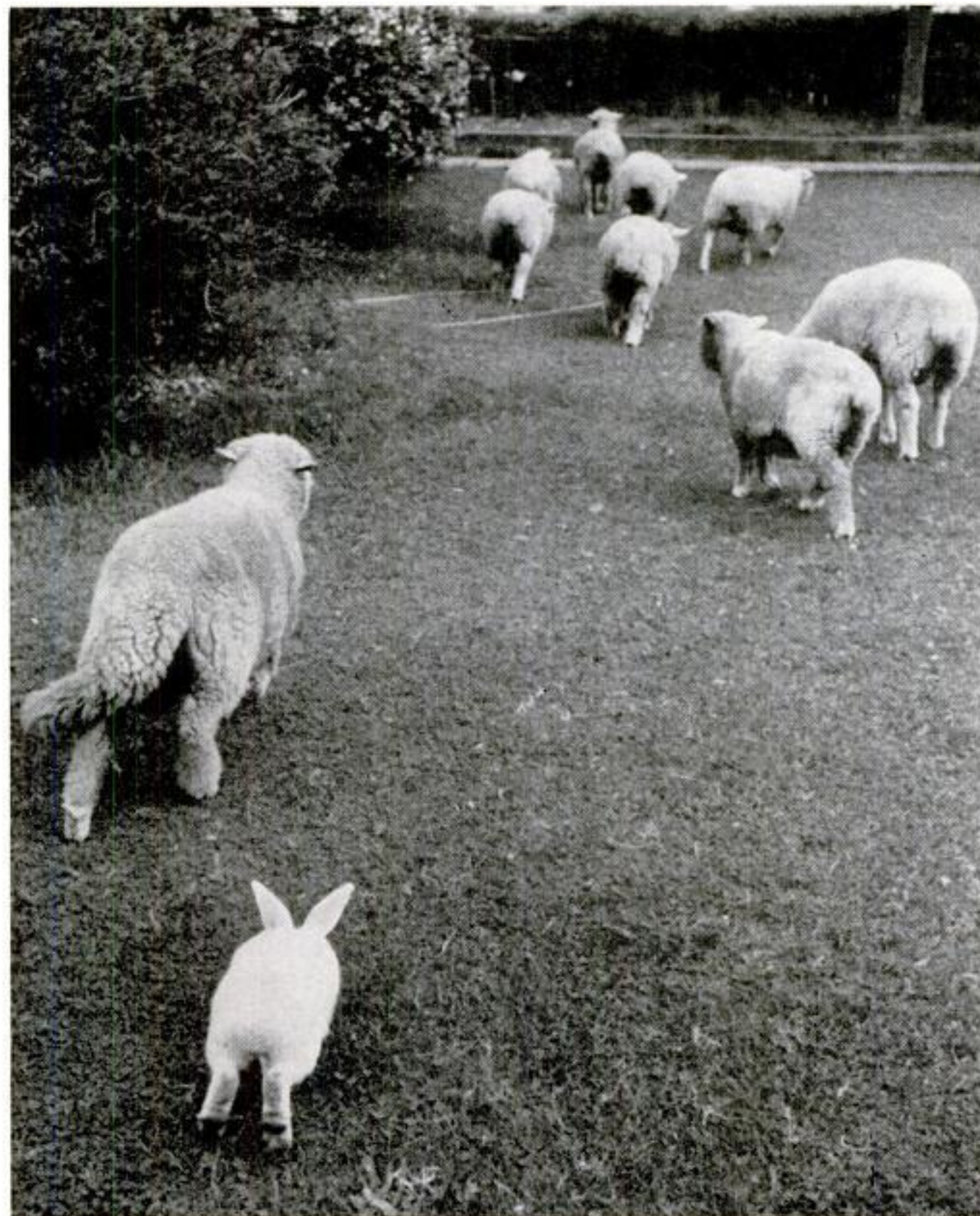
HARVEY THE HERDER CONTINUED



BENEFACTOR Peter McCabe would like to give friend the run of the house but Harvey is not housebroken.



RELENTLESS RABBIT nips leg of old Torn Ear, his one real foe. Harvey often gets tossed high in air and turns a couple of somersaults coming down.



ON THE JOB, Harvey herds his flock of sheep back onto the McCabes' front lawn, where they are supposed to keep the grass short but often wander away.

CONTINUED ON PAGE 78



RABBIT NAMED HARVEY MAKES FLYING TACKLE AT ENEMY, A EWE WHOM HE FIGHTS CONTINUOUSLY. SHE ONCE GAVE HIM A BLOODY NOSE; HE TORE HER EAR

HARVEY THE HERDER

Barroom rabbit, transplanted to a farm, turns out to be a demon at rounding up sheep

Around the Key Klub, a bar on San Francisco's Bush Street, they all remember a pet rabbit. He hung around all day while the customers offered him carrots dipped in gin. Last winter a Hollywood writer-director, Peter McCabe, became a pal of the rabbit and decided, for his own good, to carry him off to his farm in nearby Eureka. He naturally named him Harvey. A friendly, easygoing sort of rabbit, Harvey tried to make up to the McCabes' 10 sheep. None of them paid much attention except a shrewish

old ewe, who hated him at sight, lowered her head and charged. Harvey charged right back, leaped into the air and beat his strong hind feet in the big sheep's face. After a prolonged battle the ewe ran away. Harvey chased her and the whole frightened flock ran ahead of him. With this astonishing victory, Harvey discovered he had a talent for sheepherding and has kept it up. But he still tries, in vain, to make friends with the sheep, who seem nowhere near as pleasant as the old crowd at the Key Klub.

Did you ever?

By LITTLE LULU

At times like this, when you depend
on tissues to assist you
Did you ever struggle with a box
determined to resist you?



You never have to battle for
a **Kleenex*** tissue, mother!
With the Kleenex **Serv-a-Tissue** box
pull one—up pops another!

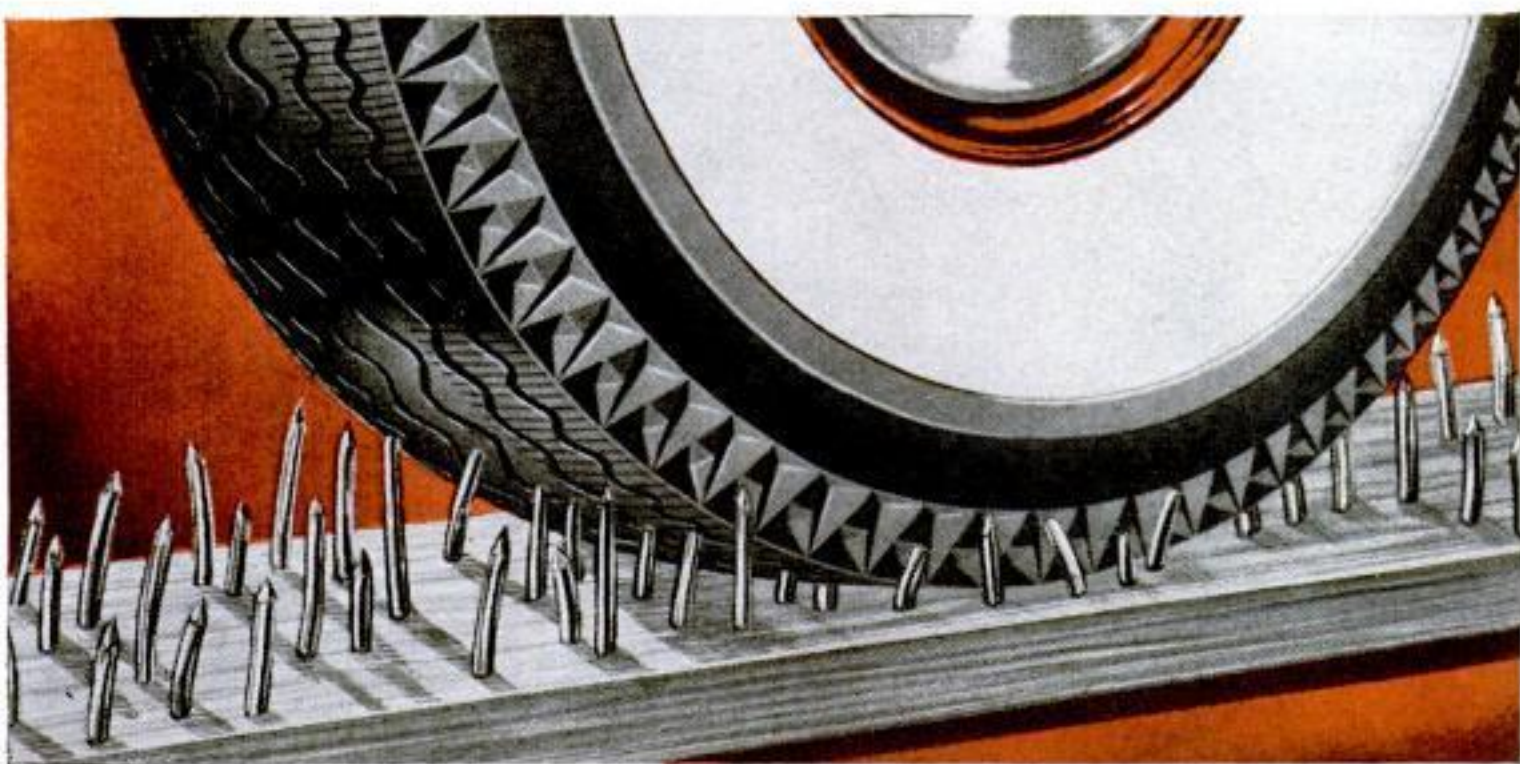


Be thrifty—Buy quality
Buy Kleenex
Soft, strong, completely disposable

*T. M. REG. U. S. PAT. OFF.

© INTERNATIONAL CELLUCOTTON PRODUCTS CO.

the 4-way protection new Nygen Tubeless Safety tire!



2. NO MORE FLATS FROM PUNCTURES

Seals as it rolls! General has perfected the Safety Puncture-Sealing principle in this tire that seals as it rolls—with no air loss! An accident-prevention feature on the highway and in traffic. A boon to women drivers. No repairs are needed after nails and similar puncturing objects are removed.



4. 15,000 CROSS-TREAD SQUEEGEES

For quicker, safer stops! "Cross-tread squeegees"—thousands of them around the tread of the tire—add cat's paw sureness in wet slippery going. The precision, crescent-shape of each "squeegee" adds quiet running and slow wear to amazing stopping power. You feel a new sense of security at the wheel, even on slick, wet pavements.



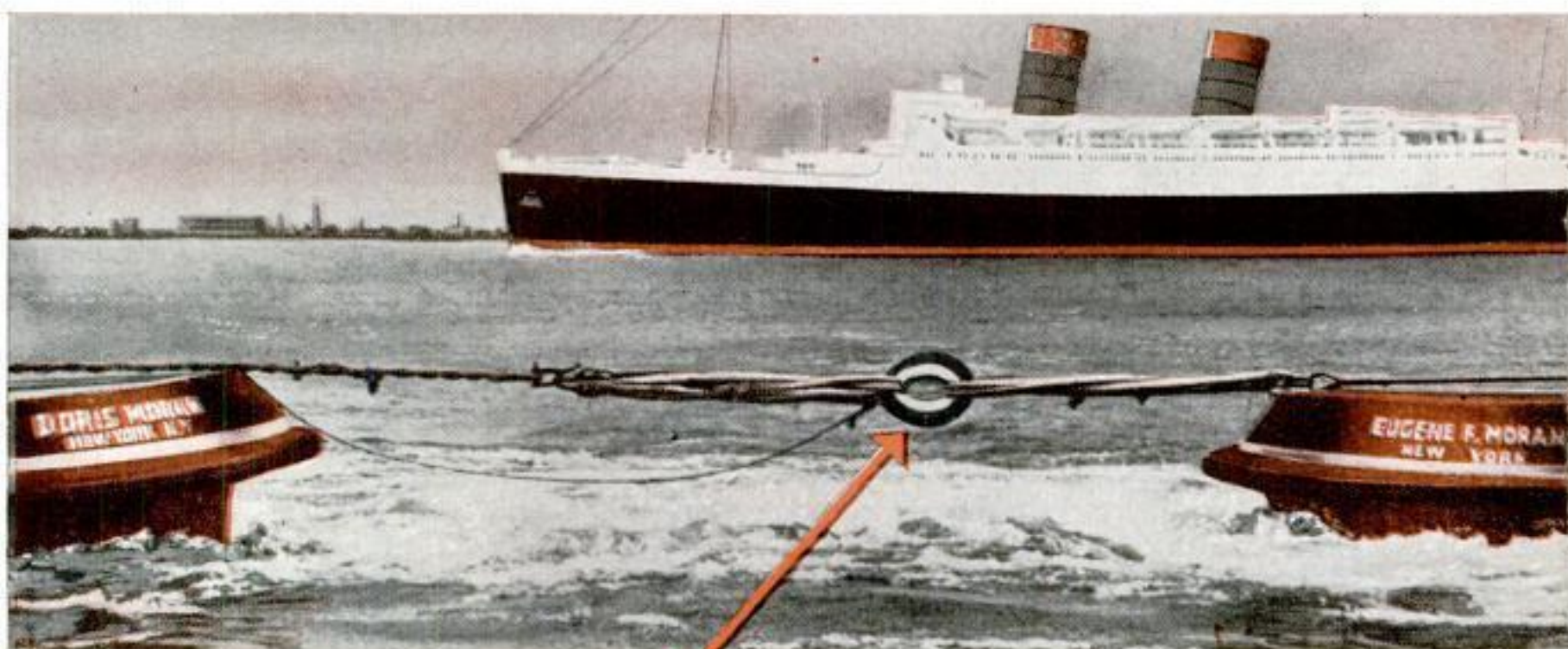
Only Generals have Nygen

the Perfected Tubeless tire is here!

**THE
GENERAL
TIRE**

WITH NEW
**NYGEN
CORD**

You need of General's



1. BLOWOUT SAFETY FROM NYGEN

Stronger than steel! Pound for pound, NYGEN Cord is stronger than steel cables—and only General has it. NYGEN'S strength has been proved in the most convincing tests ever given a tire fabric—including a "tug-of-war" between two Moran diesel-electric tugs in N. Y. Harbor. No other tire has NYGEN strength and blowout protection.



3. SAFETY PRESSURE-LOCK

Locks in air at rim! General's exclusive PRESSURE-LOCK embodies the same "O-ring" principle used on huge compressors to retain thousands of pounds of pressure, and in submarine seals to withstand tons of water pressure. In millions of test miles, no General tubeless tire has ever lost air through the PRESSURE-LOCK air-seal. Positive "O-ring" sealing at the rim is an exclusive feature of The General Tire with Nygen Cord.



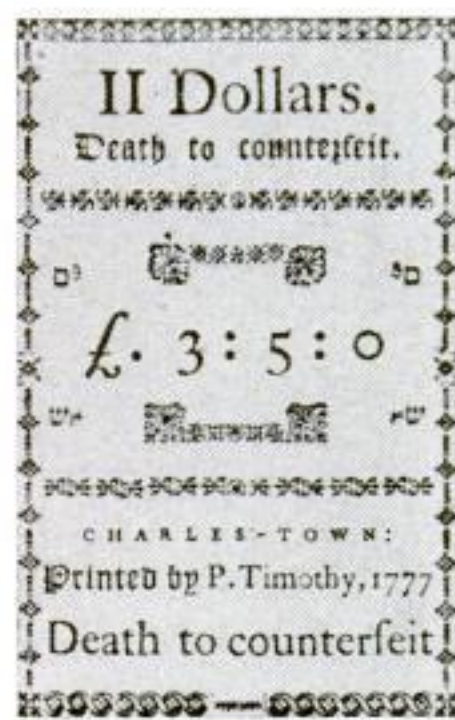
REFORM JUDAISM'S ORGANIZER in the U.S., Rabbi Isaac M. Wise, came from Bohemia in 1846.

TEARLESS ERA

Jews celebrate 300 years in the U.S.

In September 1654 a ship arrived at New Amsterdam with 23 Jewish refugees whom the Portuguese had driven from Brazil. A few days later, heartsick but hopeful people, the Jews founded Shearith Israel, the first Jewish congregation in North America. Last month, in their New York synagogue, this same congregation celebrated what Jews have called their 300-year "tearless history" in this country. In a moving ritual (*opposite page*), 14 silver Torahs were taken from the golden Ark and carried to the tevah, or reading platform, as the orthodox congregation chanted in Hebrew the age-old Proclamation of Faith: "Hear, O Israel, the Lord is Our God, the Lord is One."

During the coming year Jewish communities throughout the U.S. will also celebrate with services, art exhibits and pageants. A 10-volume documentary history of the Jewish people in America will be published, telling of their role in the American Revolution, the great immigrations in the 19th Century and the introduction of Reform Judaism, which brought with it the first successful attempt to organize Jewish congregations on a national scale.



HEBREW was inscribed on early U.S. currency to prevent counterfeiting.



OLDEST U.S. SYNAGOGUE, dedicated in Newport, R.I. in 1763, is now a national historic site. Congregation, now called Touro, was started in 1658.

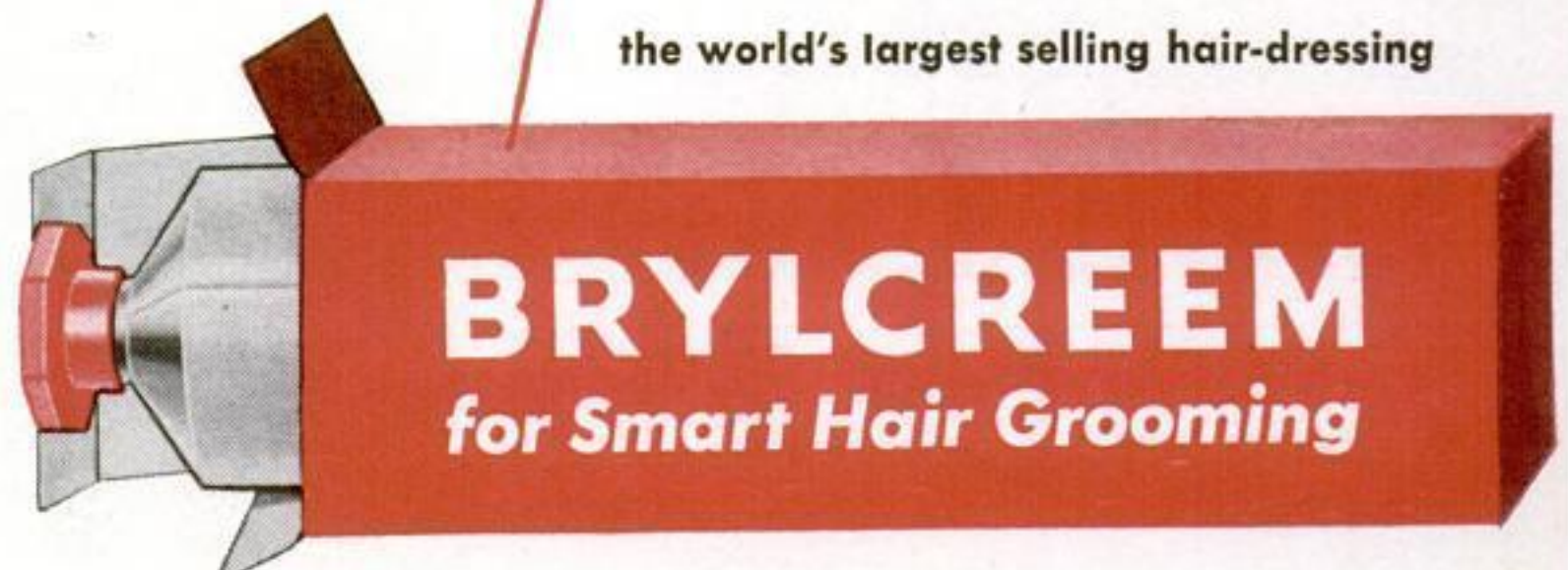
THE **SMART LOOK** IS THE
BRYLCREEM LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy-Not Messy!





“Is that all?” Two-fisted little fire engines like this are one of the little reasons why more families ran out of Kellogg’s Corn Flakes this morning than any other cereal. The big reason it happens every day is this: Kellogg’s Corn Flakes just naturally taste best to more people. Always have. Still do. So naturally, it’s a good idea to pick up a spare package of Kellogg’s Corn Flakes every time you buy any cereal of any kind.

FRESH FROM *Kellogg's* OF BATTLE CREEK

example that in Poughkeepsie, whose street department is a Northeast client, there is a long, heavily traveled hill which ices up fast. If Wallace does not warn Poughkeepsie to get the sanders and salt spreaders out in time, auto traffic on the hill slithers and crashes into bumper-to-bumper paralysis in a few minutes and even the sanders cannot get through. Yet often the decision *not* to issue a storm warning is much harder to make than the decision to issue one, especially when the federal Weather Bureau is predicting stormy weather and the newer clients begin to call in petulantly to demand why Northeast has not been heard from.

This strain is illustrated by a story of Wallace's friend, "Gene" Bollay. Shortly after graduating from meteorology school Bollay became weather forecaster for the Los Angeles County Flood Control District. One fine day in March, when the reservoirs were comfortably full for irrigation purposes during the approaching dry summer season, Bollay forecast a torrential rainstorm. Under the circumstances logic dictated opening the sluices and letting millions of gallons of water flow into the ground for natural, but less effective, storage.

As a result some sluice gates were opened too far and a railroad trestle was damaged. The populace, eyeing the cloudless blue sky and the loss of so much precious water, began to mutter ominously. Bollay tossed wide-eyed in bed that night, wondering whether he should hang himself at once or wait for a lynch mob to do it. Next day it rained—torrentially, just as he had predicted, and the Los Angeles area was ultimately richer in water than ever. This also illustrates why to a forecaster any weather is good weather as long as he predicted it accurately and well in advance.

In spite of such perils to personal equanimity John Wallace still likes his profession. He thinks it has an enormous future, as its value to industry and commerce becomes better known. But most of all it contains excitement and satisfaction. Wallace feels that virtually every autumn or winter at least one hard "sneak" storm occurs, and he is always on the alert for it. His success at spotting them has won him a deserved and fast-growing reputation.

The highest flattery he has ever received came from the superintendent of a New England city's street system. He called one day and asked that Wallace start giving the city his storm-warning service at the regular fee. Pleased, Wallace asked how the superintendent had heard of the service. "Well," he said, "you know we're close to—which gets your service. One of our boys is the brother-in-law of a street worker over there and whenever you put out a storm warning this guy's been calling us and telling us what you said. Well . . ." There was a pause and an audible gulp. "... Well, we've found your service so good, we thought we ought to start paying for it."



DISTAFF WEATHER WORKER, Mrs. Wallace telephones forecast from the basement office to a client while her husband reads her the information.

1,000 Chicago Cab Drivers Can't Be Wrong!



Sensational New Sinclair Motor Oil Keeps Cars Going 100,000 Miles Without Engine Repairs!

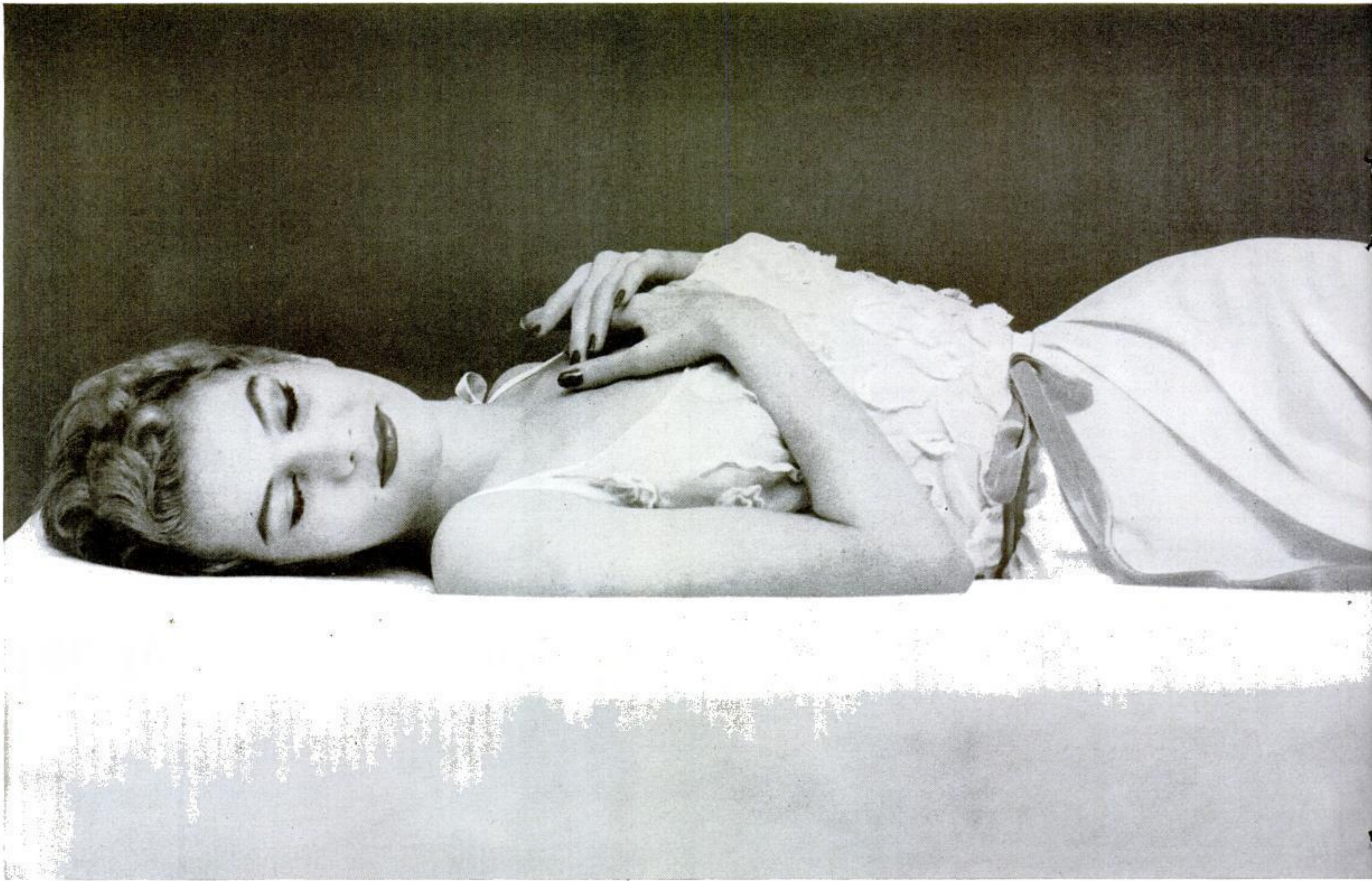
New Sinclair Extra Duty Motor Oil was tested in over 1,000 Yellow and Checker cabs in Chicago. Cabs were kept running day and night under toughest conditions. Because cabs demand so much from a motor oil, any oil that performs well in a "taxi torture test" will do even better in private cars.

Amazing results show cab after cab using Sinclair Extra Duty Motor Oil gave top performance for over 100,000 miles without engine repairs. During the test period, oil consumption in cabs using Extra Duty was only half as much as in test cabs using other oil. No wonder Chicago's biggest cab fleets now use Sinclair Motor Oil exclusively. Ask your Sinclair dealer for taxi-tested Sinclair Extra Duty Motor Oil — keep your car engine in top operating condition for 100,000 miles.

SINCLAIR
EXTRA DUTY
MOTOR OIL



Why settle for half when Beautyrest



You can't see the secret of (BUT YOU CAN

Many people test a mattress by pressing down with their hands. But this way can fool you.

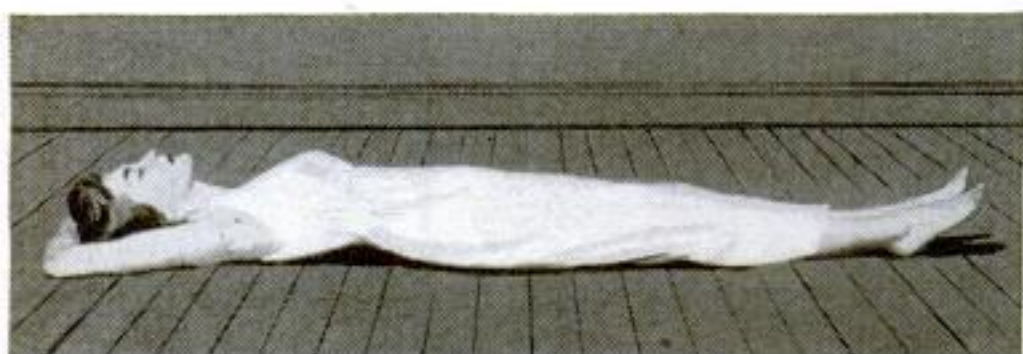
The only way to test a mattress is to lie down on it *full length*.

Once you do this on Beautyrest,* we don't think any other mattress will satisfy you.

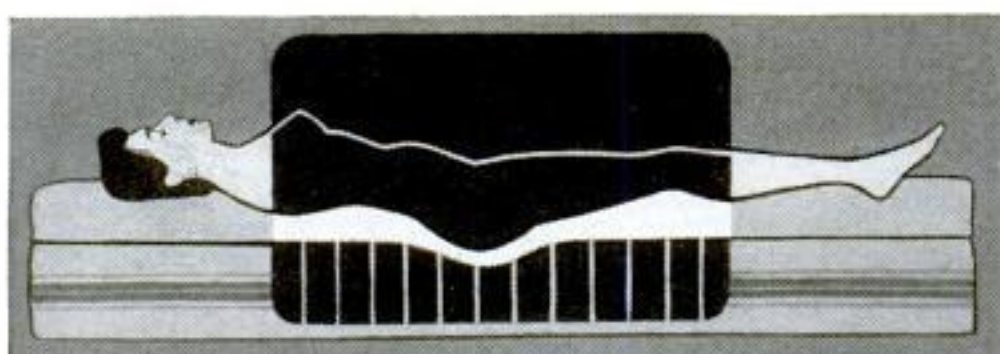
For Beautyrest has an exclusive secret: *each spring is separate*.

So, each part of your body gets *separate* support. Firm enough to support your hips. Gentle enough to relax your head.

Simmons makes all kinds of mattresses. Read below why we honestly think Beautyrest gives you the best possible rest.



A mattress can be too firm. Lie on the floor and see. There's a hollow under the small of your back. This shows that rigidity alone is not right for rest.



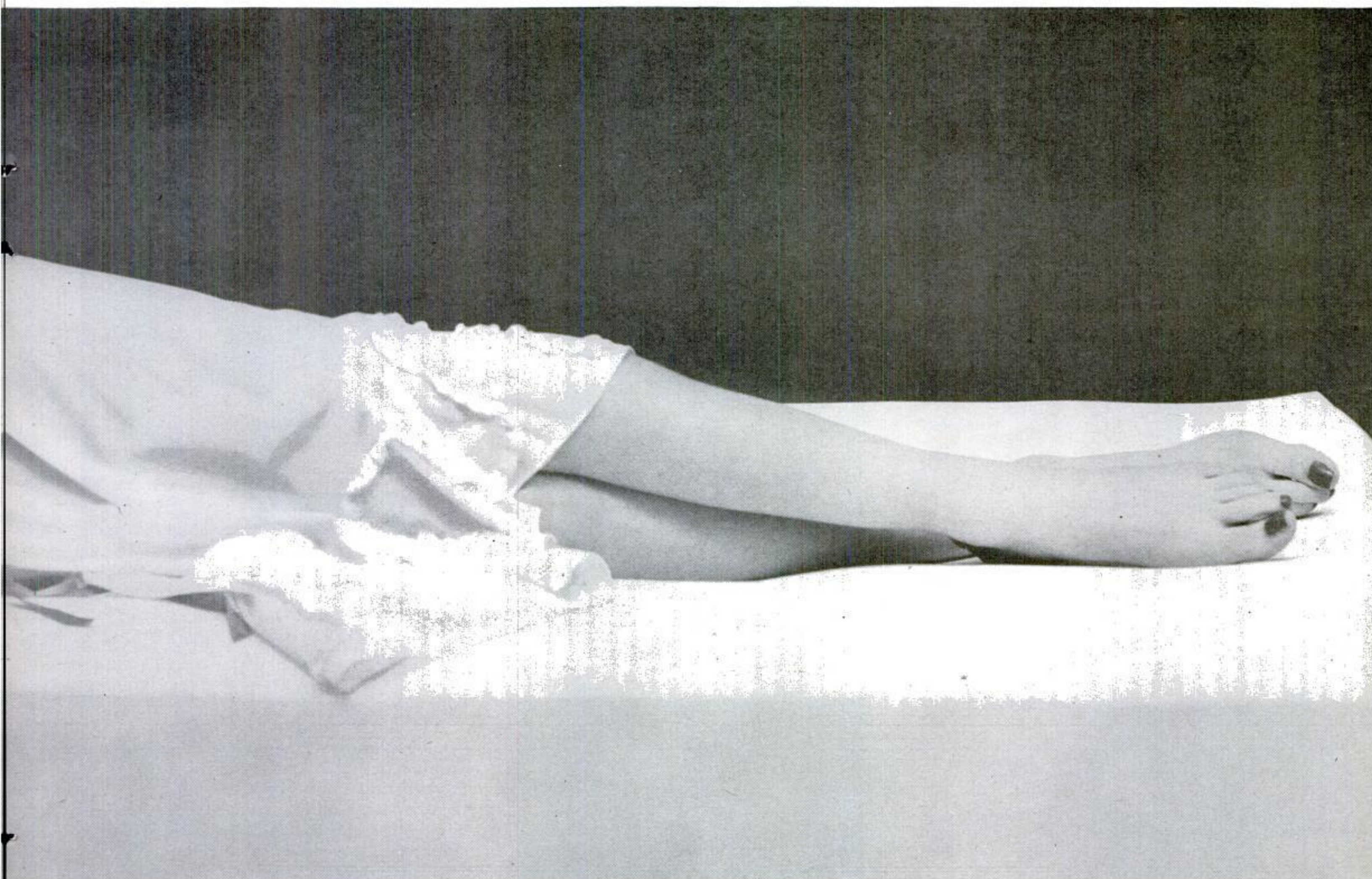
A mattress can be too thin. On thin mattress, x-ray would show much of your weight supported by the *box spring*. Get your mattress a full 6½ inches *thick*!



Beautyrest—firm enough for 250-pounder! Springs won't break under a 65,000-lb. truck! So durable! Usually far outlives its famous ten-year guarantee!

More than 10 million people are getting

gives you firmness *PLUS* comfort!



healthier rest with Beautyrest!

FEEL IT!)

Owners prove Beautyrest costs least to own! No other mattress has a record like Beautyrest. Mr. Ira T. Winfrey of Oklahoma City, Okla., writes: "My wife and I feel you should be told of the service we have had from our Beautyrest mattress. We bought it in 1925. We've used it ever since, and it has given us satisfaction."



Beautyrest—comfortable enough for a child! Beautyrest *combines* the firmness you need for good posture and the gentleness you need for satisfying rest.

INSIDE SECRET OF HEALTHIER REST!

"ORDINARY" MATTRESS



Springs wired together. One spring pulls next spring down. *Can sag.*

BEAUTYREST MATTRESS



Each spring independent. One spring *can't* pull next spring down. *Sag-proof!*

Exclusive Beautyrest independent springs support each part of your body, according to its weight. Especially your back! Beautyrest springs are *free* to push back in the small of your back. The *most* support where you need it *most*!

5 ways to get your Beautyrest:

1. Standard model, \$69.50.
2. Extra-Firm model, \$69.50.
3. King-size model, 80" long, \$79.50.
4. Dual-Comfort model. One half standard, other half extra-firm. Two can have choice of firmness on same mattress. \$79.50.
5. Beautyrest on Hide-A-Bed® sofa. The only sofa-bed that can offer Beautyrest.

**Only SIMMONS makes the
Beautyrest Mattress**

healthier rest on Beautyrest tonight!

*Trade-mark Reg. U. S. Patent Office, Copr. 1954 by Simmons Co., Mdse. Mart, Chicago, Ill.

Ben Shahn



SACCO-VANZETTI CASE inspired the Shahn painting of committee standing smugly over corpses.

PAINTER OF PROTEST TURNS TO REFLECTION

On an afternoon in Brooklyn in 1927 a young painter walked the streets and wept openly at the news that Sacco and Vanzetti had been executed. The memory of the death of the shoemaker and the fish peddler kept gnawing at Ben Shahn's mind and resulted in his first artistic success. His 23 satirical paintings depicting the events surrounding the case (*above*) brought him recognition and many sales.

The theme of social injustice has permeated Shahn's work and kept him to a realistic style. But now instead of bitter protests against oppression, his colorful and strongly composed work is more characterized by bittersweet portrayals of men, women and children who stand alone and lost and sad. Having acquired a solid reputation among American artists, Shahn was chosen as one of the two U.S. painters to represent the country this year at the famous Biennale Exhibition of International Art in Venice. There the judges awarded Shahn one of the show's three top prizes. This winter in New York, Shahn will have a retrospective show celebrating his 25 years with the Downtown Gallery.

Today, at 56, Shahn lives in Roosevelt, N.J. in a housing development of the Garment Workers' Union. Occasionally he does illustrations for religious organizations and advertisements for big corporations. His paintings, often considered too photographically realistic, recently display a growing reflectiveness, expressed in vivid colors. Where the Shahn of 1939 painted the windows on the opposite page in realistic drab colors, the Shahn of 1953 (*p. 99*) arranges windows in a bright pattern to point up the drabness of a factory town.

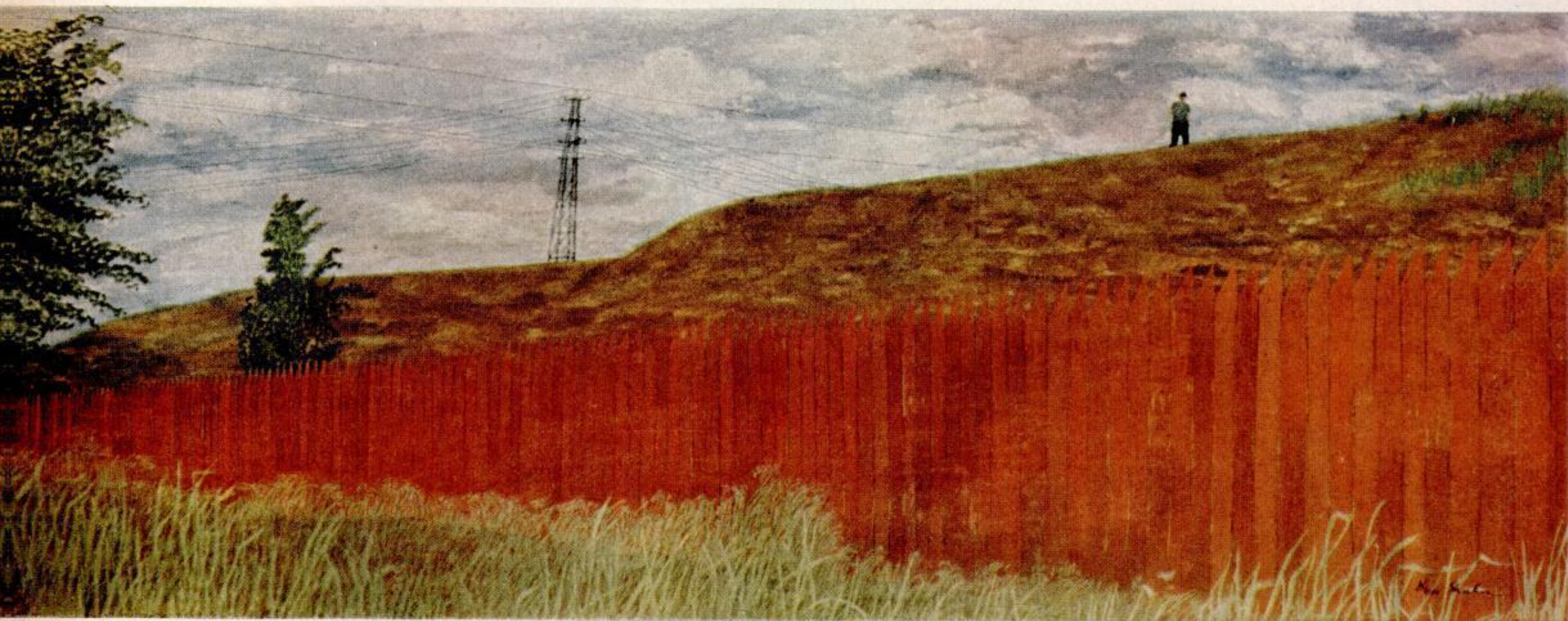
THE ARTIST AT 56 in his studio holds a black-and-white caricature of a European businessman.



AS A BOY, whiling away lonely summers in Brooklyn, Shahn looked forward to visits of German bands. In 1943 he painted himself (*right*) in his childhood setting.

AS A MAN, Shahn portrayed himself in 1939 taking pictures outside Bronx church where sign (*right*) announces sermon against Shahn's mural in post office.





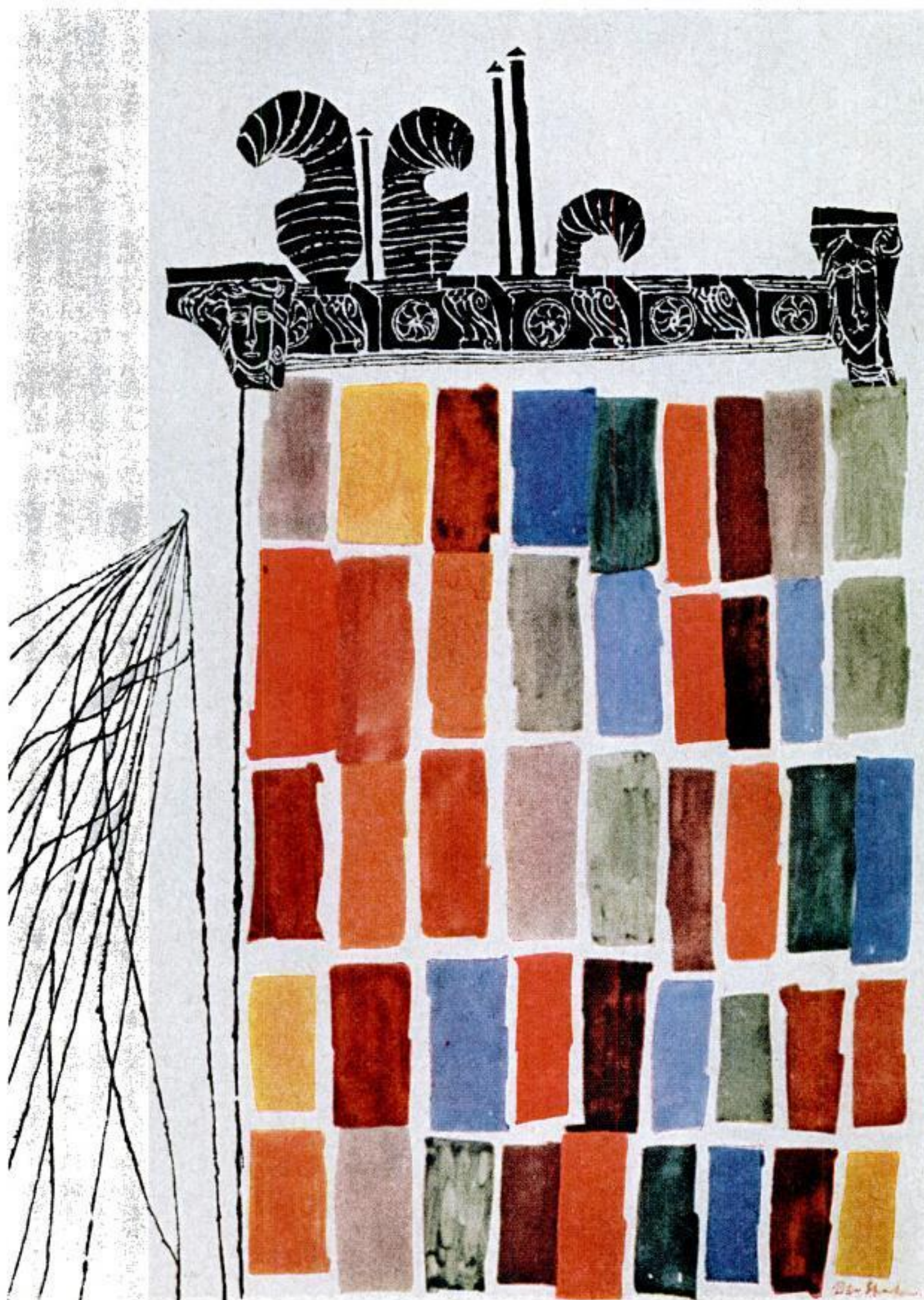


LOOMING WALL of a handball court in lower New York impressed artist Shahn with its effect of airy spaciousness amidst crowded tenements. After visiting it many times, he painted the scene in 1939.

LONELY STRETCH of railroad embankment was sketched by Shahn on trip to Ohio in 1945. He added the solitary figure to convey feeling of man's isolation and unimportance in the vast, drab landscape.



SPRING IDYL, painted in 1947, presents a favorite Shahn device of roads stretching into infinity. It serves to dramatize the young lovers' feeling of aloneness and timeless detachment from the world.



PATCHWORK of colors, which Shahn saw as he passed windows of Patterson, N.J. dye factory, reminded him of stained glass. In 1953 he designed this fanciful facade beside network of railway tracks.

CONTINUED ON NEXT PAGE

BEN SHAHN

CONTINUED



UNEASY BALANCE of the performers in a vaudeville act was depicted by Shahn in 1951 as commentary on the precariousness of our times in which, he says, "world often takes on a circus atmosphere."

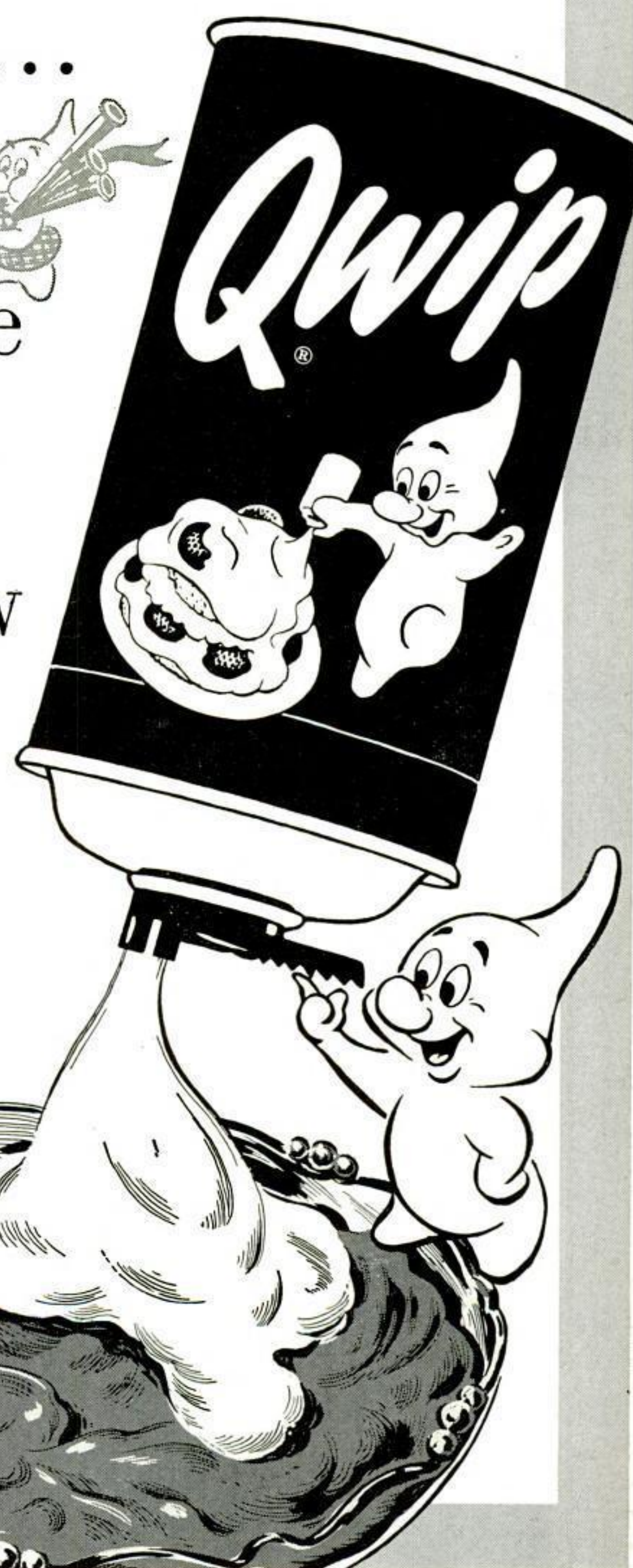
if you're a whipped cream waster (and 3 out of 5 housewives are, you know), **then...**
 Qwip's the product made for you because **Qwip never, never sours** no matter how long you take to use up the can.



Made from real cream!

So easy to use!

Whips at your fingertip!



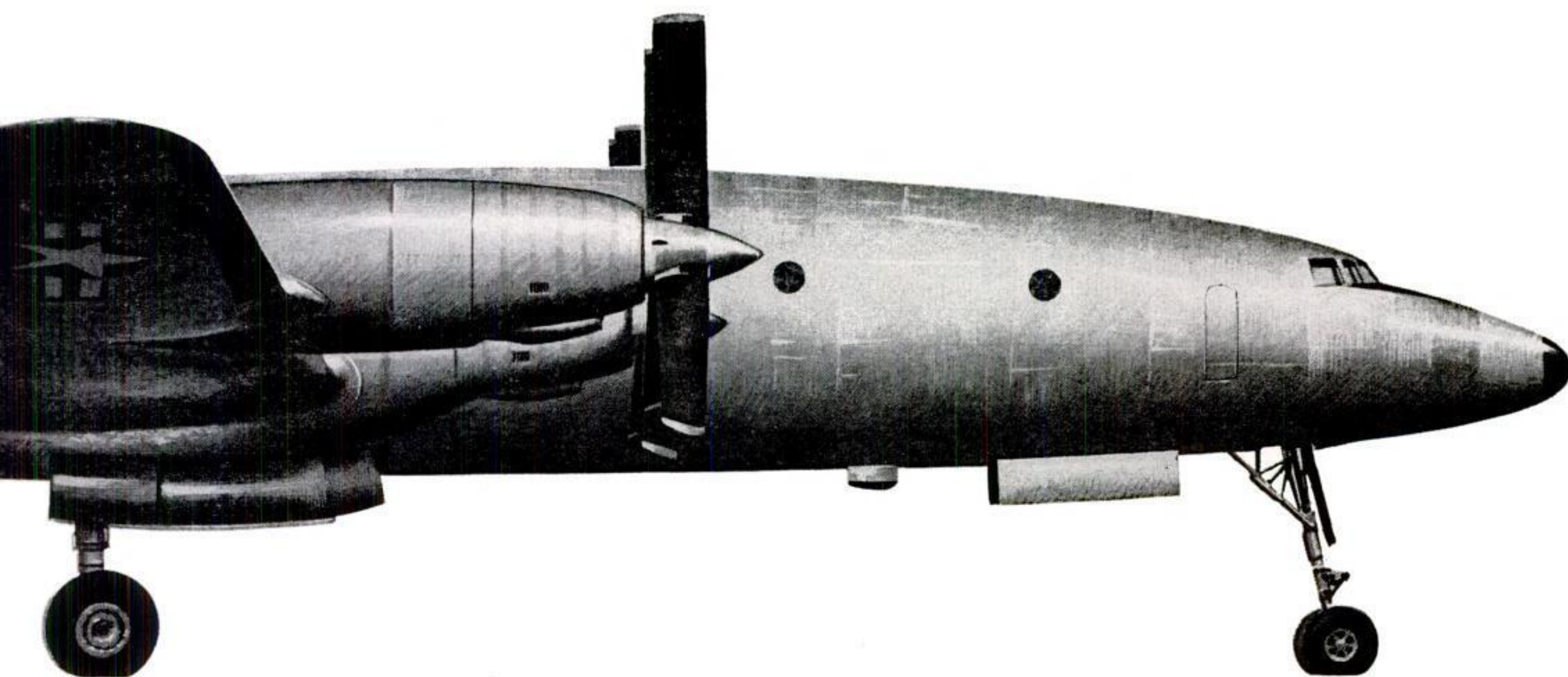
AVOSET COMPANY, SAN FRANCISCO, CALIF



Now Flying !

LEADERSHIP DEMANDS CONSTANT ACHIEVEMENT

World's Fastest Propeller-Driven Airliner



Lockheed's Turbo-prop Super Constellation

Nearly 100 miles an hour faster than any propeller airliner now in service. This powerful new Super Constellation, equipped with American-designed and built Pratt & Whitney T-34 turbo-propeller engines, is now flying for the U. S. Navy. Its tests promise new speed,

new performance, and greater economy potentials in the transport aircraft field. This new transport, Model 1249, is another example of Lockheed transport leadership. Watch for important new announcements about this turbo-prop Super Constellation.

Lockheed

Aircraft Corporation, Burbank, California, and Marietta, Georgia

LOOK TO LOCKHEED FOR LEADERSHIP



Yardley English Lavender, from \$1.10 (plus tax) . . . New Yardley English Lavender Bath Oil, \$1.75

For the freshest, youngest feeling in the world

Feeling just a bit weary? If so—it's time to take a Lavender "break." If you've a few minutes—a bath enriched with Yardley English Lavender Bath Oil can make you feel like a new woman! Just a few drops transform the water into a delicately fragrant pool which stimulates and refreshes every pore of your body.

Throughout the day, make the fresh lift of Yardley Lavender part of your loveliness. Splash it on when you begin to feel weary

and revel in its tingling fragrance. You'll feel wholly refreshed in a matter of seconds.

Only Yardley, in all the world, brings you the fresh, young feeling of English Lavender. Blending the oil of English lavender blossoms with precious ingredients from the earth's far corners, they achieve a fragrance that's truly unique. Nothing in the world makes you feel so young, so fresh, so charming. Try it and see!

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N. Y. C.

TALLULAH'S THREE LOVERS



Should she marry stuffy Sir Michael
who hunted better than he loved?

Or a romantic rogue
who hid in her bedroom?

Or a fiery pianist? She decides which in 'Dear Charles'



The problem of picking a husband occupies Tallulah Bankhead for the better part of her new show, *Dear Charles*, which she runs like a three-ring circus with a lover in each ring. The play, originally called *Slightly Scandalous*, flopped on Broadway in 1944, was rewritten into a Paris and London success and is now back home. Even in its new version it would not be worth two pins without its new star.

In *Dear Charles* she is a novelist named Dolores, who has acquired three children by three lovers but neglected to acquire a husband. When two of her offspring decide to make respectable marriages, Dolores undertakes to pick one of her lovers for a husband in order to give her illegitimate flock a legitimate father. Through all this nonsense, which does have some funny lines, Tallulah roars and coos but keeps her horseplay well under control. With a minimum of tiresome "dah-lings," she shows how brilliant a comedienne Tallulah can be when Tallulah is in top form.

It is Stopette...

the same famed

deodorant

formula

now in a

creamy

cream

new

Stopette
CREAM

positive deodorant
and anti-perspirant

In a new swivel case. Just twist up
and stroke on this day-long under-
arm protection... with Stopette's
Anti-Immunity Factor.

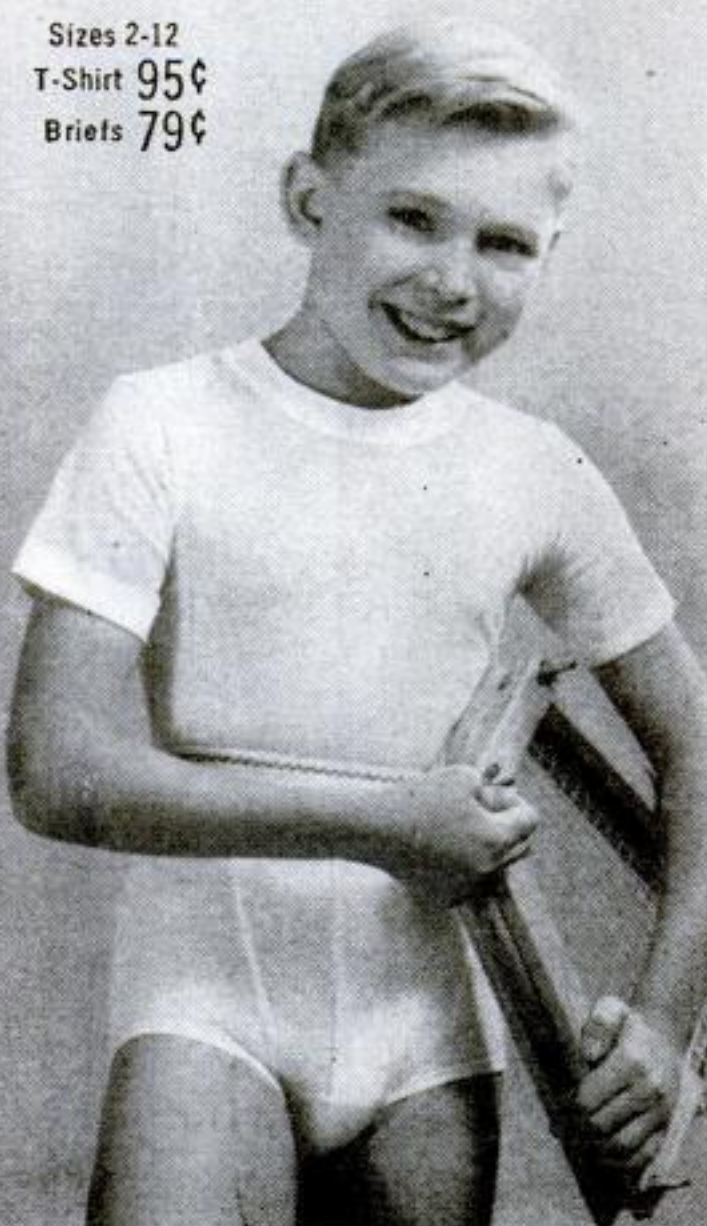
JULES MONTENIER, INC. Chicago

Winning set!

Munsingwear T-Shirt & Briefs

T-Shirt has a Nylon-reinforced neckband
that holds shape forever. Briefs have a
horizontal knit stretchy seat that stretches
up and down as your boy does. Both
are unbeatable for wear and value.

Sizes 2-12
T-Shirt 95¢
Briefs 79¢



GUARANTEED NOT TO SHRINK OUT OF FIT.



FATEFUL MEETING is arranged by Dolores, who introduces her three apprehensive children for the first time

to their respective fathers. She is enormously relieved as each father and child instantly cotton to one another.

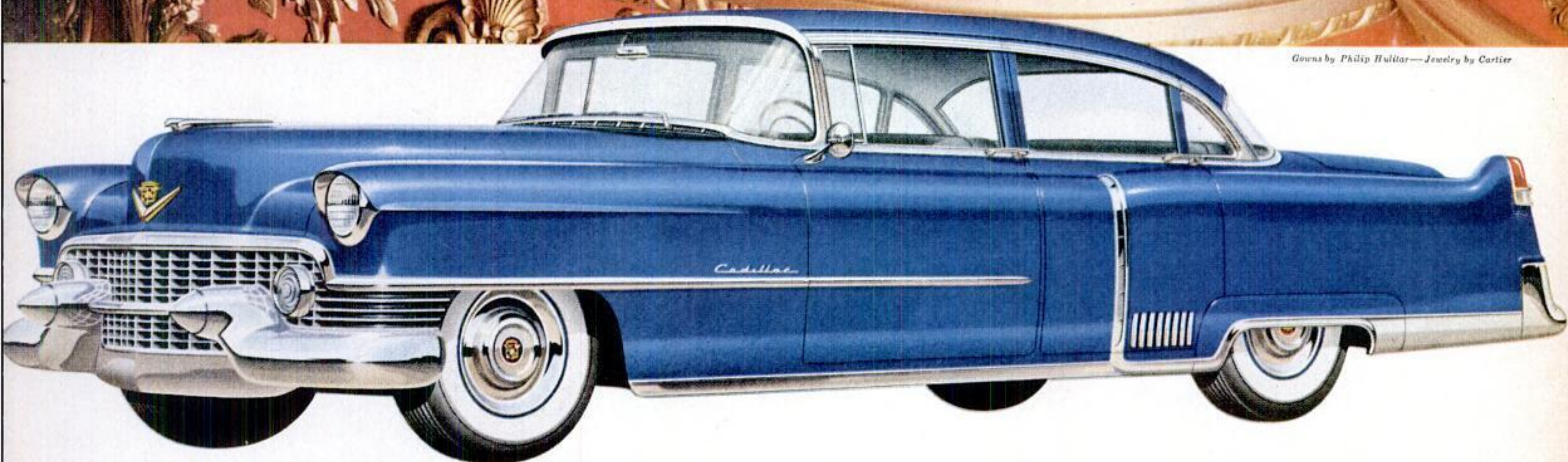


DOLORES DECIDES to choose none of her three suitors, since they are all equally ardent. Instead she hangs

an elegant portrait of a phony deceased husband, dear Charles, whose picture she purchased in a junk shop.



Gowns by Philip Huitlar—Jewelry by Cartier



THE ONE CAR THAT BEFITS THE OCCASION !

There are nineteen different makes of motor cars manufactured in the land today. And yet, the overwhelming majority of motorists would agree that only one is perfectly appropriate for the distinguished occasion pictured above.

That car—as you surely know—is Cadillac!

And you could safely predict that at any such occasion . . . or at any of the season's proudest social events . . . or at any of the year's most significant affairs of state . . . the Cadillacs would be in dominant attendance!

But it is important to remember that a

Cadillac also belongs in far less pretentious surroundings. For with its great beauty, its superlative performance and its magnificent luxury—the Cadillac car also offers unusual dependability, remarkable operating economy and extraordinary value.

That, we think you will agree, is a combination worth your personal consideration. Won't you stop in soon and let us give you the full, wonderful Cadillac story?

It is entirely possible that a Cadillac belongs in *your* driveway!

YOUR CADILLAC DEALER



Cadillac

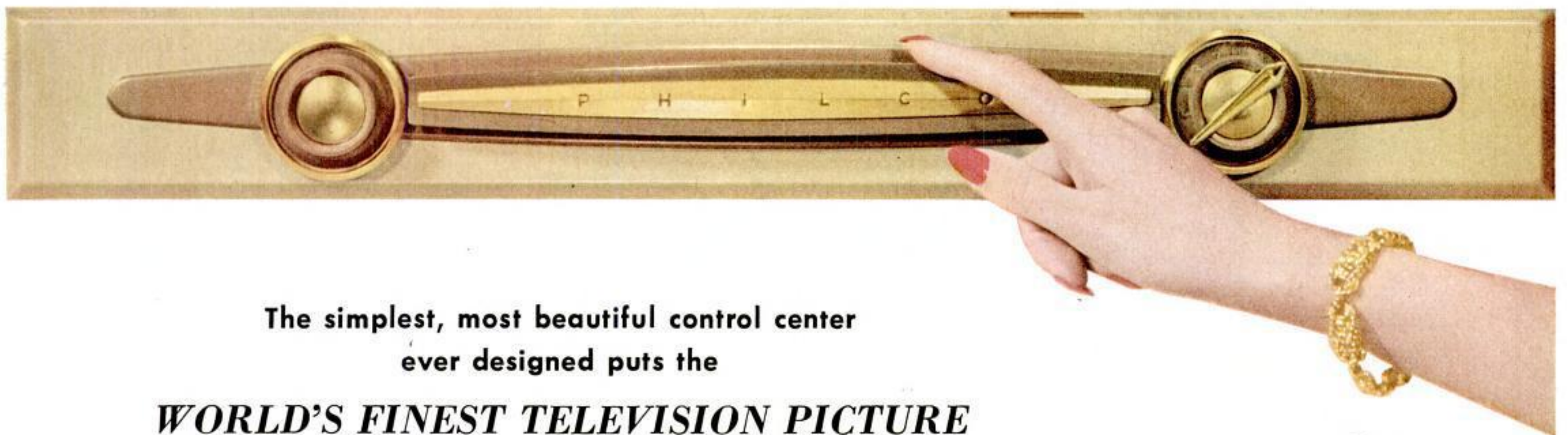
*New for
1955!* **PHILCO** *Custom-
Completely New*

Smart, Distinctive, Beautiful!



Big 24-inch Picture at a 21-inch Price!

Styled Television... with a Finger Tip Tuning System!



The simplest, most beautiful control center
ever designed puts the
WORLD'S FINEST TELEVISION PICTURE
RIGHT AT YOUR FINGER TIPS!

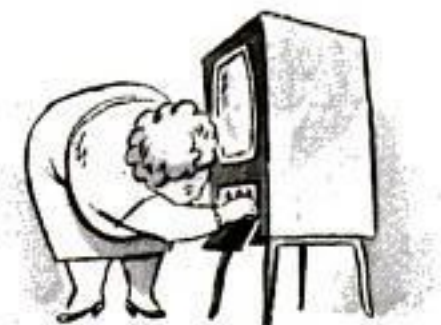
With one sweeping advance, Philco turns all of television's trick tuning devices into relics of the past. No more *grappling* with awkward, unsightly trap doors . . . no *groping* for knobs behind the cabinet . . . no *guessing* as you fumble for out-of-reach side dials.

The distinctive new Philco Finger Tip Tuning System is a twin triumph of beauty and simplicity. Only 2 controls are visible on that streamlined panel—yet all controls are *right at your finger tips!* You are in complete command of the greatest power plant in all television. Everything you need to get TV's brightest, clearest picture on all channels—UHF and VHF.

Philco Factory Supervised Service, industry's largest organization of factory-trained TV specialists . . . available through your dealer. Philco Replacement Tubes improve the performance of *any* television or radio receiver.
Specifications subject to change without notice

Headlining Philco's great new '55 models is the value sensation of the year—big, brilliant 24-inch television at a 21-inch price! And with Philco's Aluminized Twice-as-Bright picture tube (far richer contrast—blacker blacks and whiter whites) you get 335 square inches of the finest television picture ever achieved. Trade up to big screen Philco now.

Stop in at your Philco dealer's today. See the greatest television values of all time . . . the smart, distinctive new Philco Custom-Styled models for 1955. Brilliant new designs in space-saving cabinetry, colorful new finishes, at the lowest prices in Philco history.



NO GRAPPLING
with Trap Door Panels



NO GROPING
Behind the Set



NO GUESSING
with "Blind" Side Dials



Custom-Styled 21-inch mahogany finish console with Philco's exclusive Acoustic Lens for full dimension sound. Philco 4126.



Philco Custom "400". Luxurious console of grained blond oak with television's finest picture right at your finger tips. Philco 4132-L.



Warm, grain mahogany finish. Imported English hardware. Full quality 21-inch picture. New Finger Tip Tuning System. Philco 4310.

Philco Built-in Aerial
in up to 9 out of 10 locations
you just plug-in and play

No other built-in aerial, regardless of price, can approach it for "pull-in" power.



MAX GENE NOHL

Famous submarine explorer and expert on underseas equipment who set a world's record for deep sea diving - 420 feet - in a revolutionary new diving suit of his own design.

FOR MEN AMONG MEN, THERE IS A WHISKEY AMONG WHISKIES — IMPERIAL

Man, this is whiskey!

Made by Hiram Walker to taste as a great whiskey should



AS SCHOOL GIRL at Wellesley College, dressed in shorts and rolled-sleeve shirt, Wiwan looks over office of National Student Association of which she is the local president. She brought chart from U.N.

AS DANCING GIRL, wearing costume of her native land, Wiwan does a *chui chai* for her father, Prince Wan, in New York apartment. She learned dance while her father was stationed in Washington.

WIWAN'S WAY

It takes Thai girl from U.N. to college

For Wiwan Worawan, daughter of a prince-diplomat of Thailand, last month was a time for change. She took off the uniform she had worn at United Nations headquarters during vacation and, traveling to Wellesley College, put on the casual clothes of a U.S. campus (*above*).

Brought up in an air of international diplomacy, Wiwan frequently has arrayed herself in Thai costume (*see cover*) to perform traditional dances for her father's guests. She always hoped to enter the foreign service herself and this summer decided to get background by working as guide at the U.N., where her father, Prince Wan Waithayakon, Thailand's foreign minister, is delegate. (In September he stepped aside as a candidate for General Assembly presidency.) Each day Wiwan trudged the halls, explaining sights to visitors. At summer's end she was going strong but happy to return to Wellesley for her senior year, where for all her lack of size—barely 5 feet and less than 90 pounds—she is a big wheel on campus.

CONTINUED ON NEXT PAGE





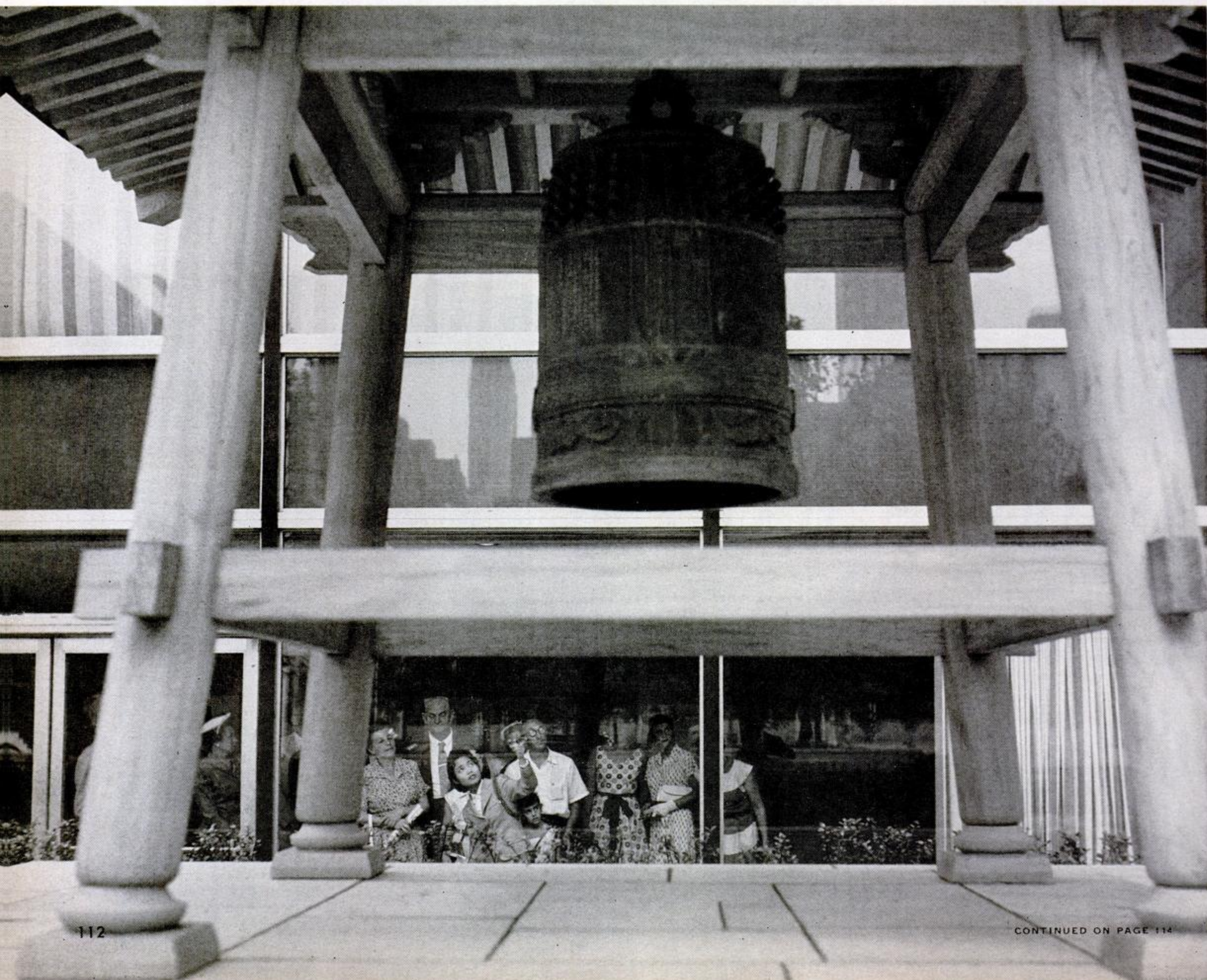
AS TOUR GUIDE, Wiwan beckons toward a photomural of the U.N. buildings to show visitors where they will start the hour-long inspection and where it leads.

WIWAN'S WAY CONTINUED



BETWEEN TOURS Wiwan (*second from right*) thumbs through a magazine while waiting in U.N. lounge with other guides to be summoned for another trip.

WIWAN POINTS OUT ONE OF THE U.N.'s MOST RECENT GIFTS, A JAPANESE TEMPLE BELL IN A COURTYARD OUTSIDE GLASS-WALLED CONFERENCE BUILDING



Changeable Weather Ahead!

MEAT—and how it helps you resist infections



All nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Medical findings show a direct relationship
between the protein in your diet
and your body's ability to "fight back."

Why is it no matter how carefully you bundle them up, some children seem to "catch everything that's making the rounds"?

Why is it that others seem to sluff off infection like a raincoat sheds water?

Research has helped provide the answer. Findings indicate that the foods we eat, especially protein foods, play an even more important role in building the body's ability to ward off or combat infection than was previously known.

Adequate protein in the diet was also found to shorten recovery time, often by days, when illness does strike, and to lessen the chances of annoying and sometimes serious complications.

One reason is that antibodies in the blood



In hospital diets today, high protein diets are taking their place alongside new medical techniques in shortening get-well time.

(one of the body's important "mobile fighting forces") are made of protein. And good protein nutrition is necessary for the body to manufacture these antibodies effectively.



So you can give part of the thanks to the breakfast sausage, the pork chops for lunch, the meat loaf for dinner for helping you ward off "the colds you didn't catch".

Ample Protein Needed Every Day

But the cold you didn't catch may have left your "fighting forces" so depleted that they need to be restored—to be built up again to full fighting strength. Plenty of good protein food, such as plenty of meat every day, is a good rule to follow.

One reason nutritionists put meat at the top of any list of "protective foods" is because of its abundance of high-quality complete protein. Also because it supplies so many other factors (B vitamins and minerals) that are important in keeping up your physical tone, and in building and maintaining good general resistance the year round.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

Trust your instinct...
you're right in liking meat
...a yardstick of protein foods

MEAT SITUATION

October, 1954

The most meat of any month so far this year is expected in October. It may be the biggest October on record. This means bigger roasts in the pan, more meat in the stew, an extra chop or two on the platter, lower figures on more price tags for shoppers.

You can see how much more meat is coming by comparing production figures for last three months with forecasts for next three months.

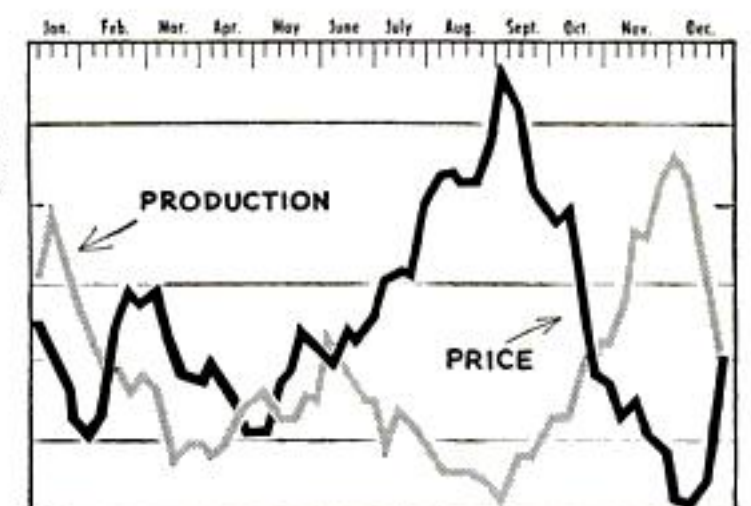
MEAT PRODUCTION IN POUNDS

KIND	JULY-AUG.-SEPT.	OCT.-NOV.-DEC.	Increase
BEEF	2,500 millions	2,600 millions	+ 4%
PORK	1,675 millions	2,350 millions	+40%
LAMB	160 millions	170 millions	+ 6%
VEAL	270 millions	270 millions	same

Most plentiful meat is still beef. As the figures show, record supply is due for still further increase. That means big values in pot roasts, stew meat, hamburger—most other beef cuts.

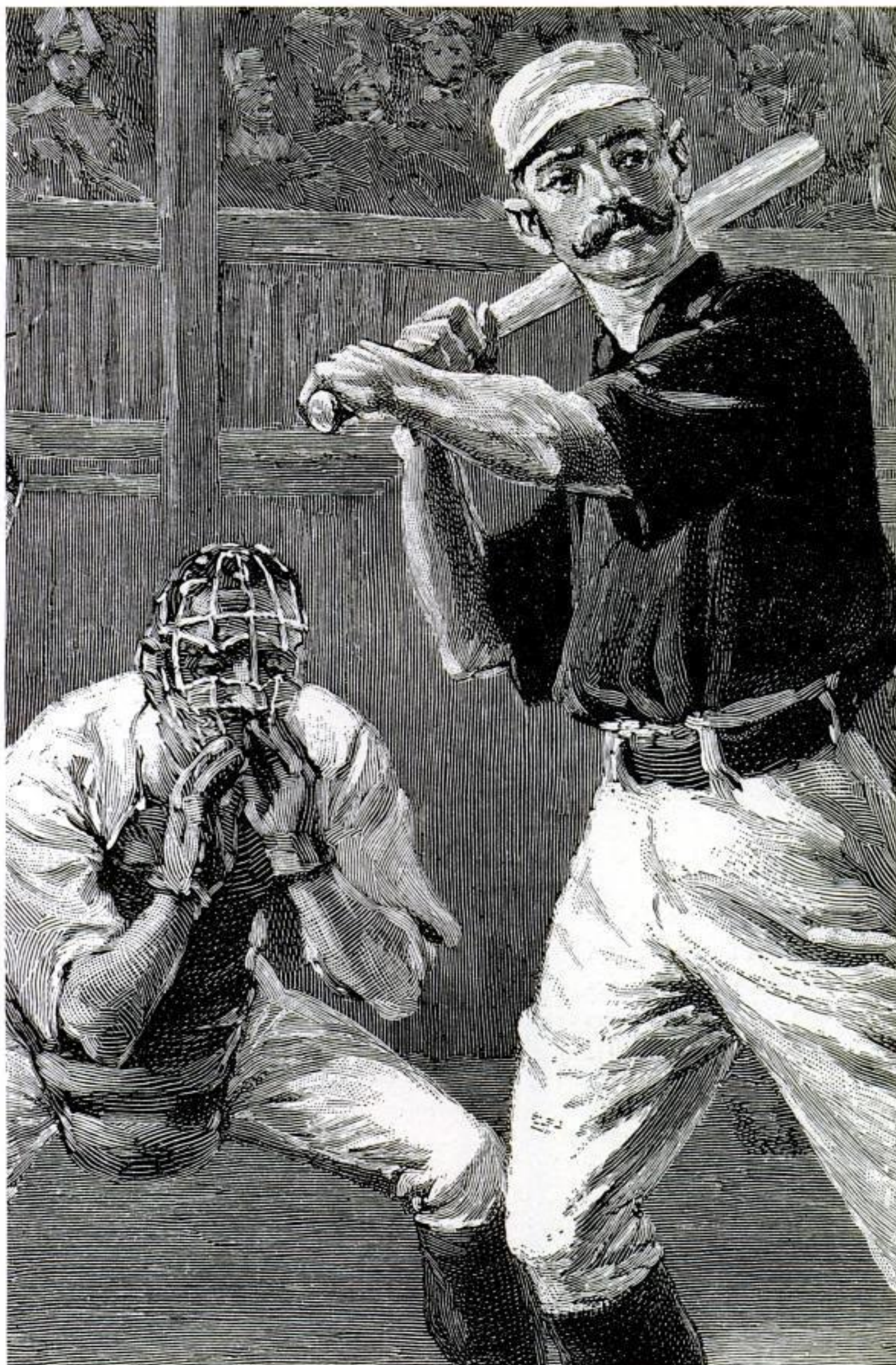
Biggest change from summer: 40% more pork as the new pig crop moves into the nation's 4,000 meat packing plants, moves out to your store as pork loins, hams, bacon, sausage and the 50 or more other good pork products.

WHY PORK COSTS LESS IN FALL THAN IN SUMMER



How supply affects price is shown by this chart. In summer, when supply goes down, prices go up. As supply goes up at this time of year, prices come down.

it's not luck...



No one would seriously argue that a player's batting average is based on luck. In that average there will be some lucky hits and some unlucky outs. But over the course of a season the batter's skill is the dominant factor.

Skill counts just as strongly when you invest in securities. We just don't have individual batting averages to prove it.

Don't be one of those who thinks "one man's guess is as good as another's". Seek professional help.

* * *

The Member Firms of the New York Stock Exchange spend millions of dollars annually in an effort to provide intelligent help to you with your investment problems. This is done for you. Why not take advantage of it?

DREYFUS & CO.

Today's Methods For Today's Markets

*Members New York and American Stock Exchanges
and Leading Commodity Exchanges
Corporate and Municipal Underwriters
50 BROADWAY • NEW YORK 4, NEW YORK*

WIWAN'S WAY CONTINUED



SHOWING CAMPUS SIGHTS to three newly arrived freshman girls, Wiwan keeps up rapid commentary. She returned week early to greet newcomers.

THEY CALL HER 'WILLIE'

Wiwan's name, which means many-hued, has been converted by her college friends to "Willie." She chose Wellesley for her college work because of other Far Eastern women who have trained there, Mme. Chiang Kai-shek, Mme. Pandit's daughters and the writer Santha Rama Rau among them. Majoring in history, Wiwan maintains a B average even though her outside schedule is so full that each morning she must draw up a daily calendar of engagements. Always active on campus, she has new responsibilities this year as head of the Wellesley chapter of the National Student Association. As one of the 18 college organization presidents, she is a member of the student senate.



DECORATING OFFICE with help of fellow NSA officers, Valerie Brown (right) and Pat Boyle, Wiwan sees whether map looks better than U.N. chart.

CONTINUED ON PAGE 117

Taste the winner!

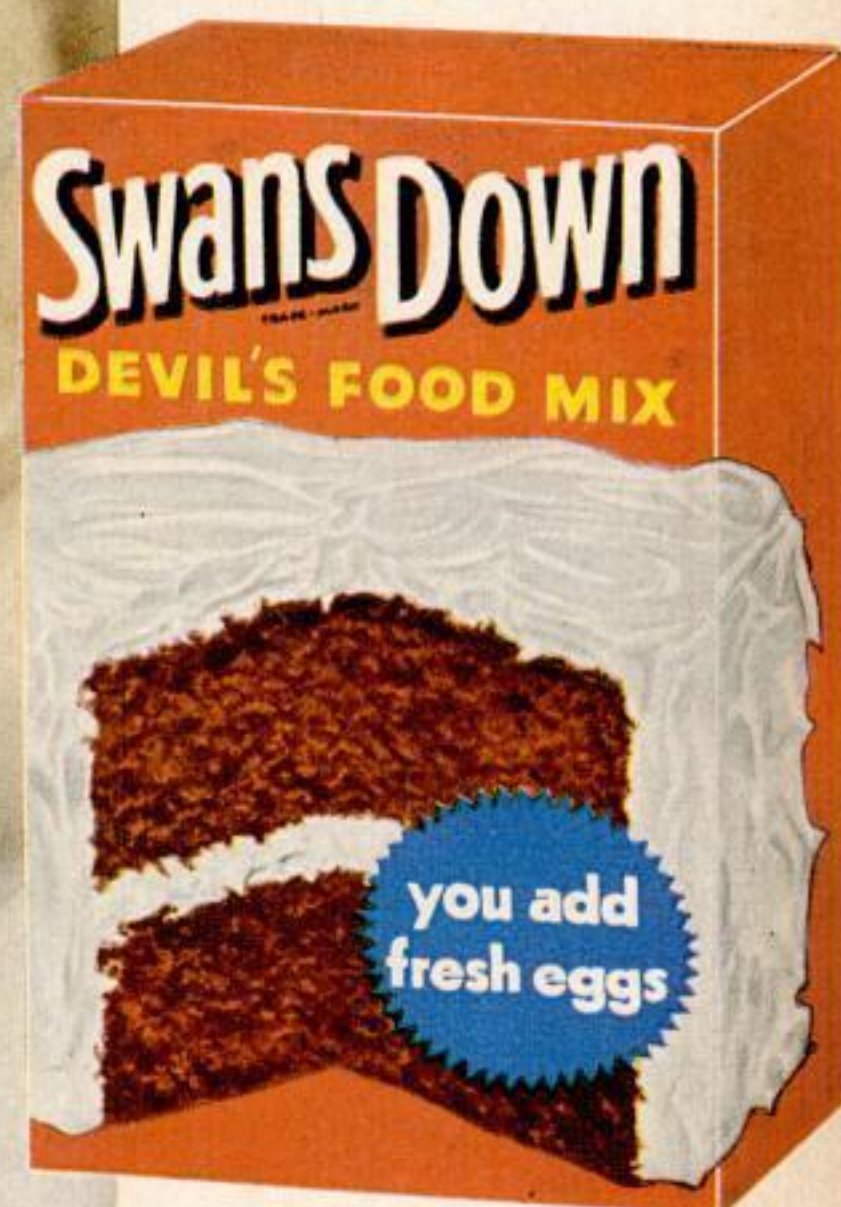
Your first taste tells
why Swans Down wins
over all other leading
mixes

In kitchens just like yours, 4,375 housewives compared the taste of Swans Down Mix cakes with the taste of cakes made from other mixes. Then, they voted for their favorite.

Swans Down won on taste hands down! Won over all the other leading cake mixes. It has such a real homemade taste.

Luscious taste isn't all! Swans Down also won with home bakers on all the other qualities you look for in homemade-perfect cake: size, texture and moistness!

It'll win with you, too! Taste a piece of Swans Down Mix cake today and see.



Products of General Foods

TODAY'S SHOPPING LIST

SWANS DOWN MIXES	{	WHITE	✓
		YELLOW	✓
		DEVIL'S FOOD	✓
		ANGEL FOOD	✓

How to serve applause-winning **MANHATTANS**

EVERY TIME
...and
in just
14 seconds!



Simply stir with ice cubes and serve

**NO OTHER MANHATTANS BUT HEUBLEIN'S
HAVE THAT DISTINCTIVE HEUBLEIN FULL-STRENGTH FLAVOR**

Do you—like so many people—order cocktails when you go out, but hesitate to serve them at home for fear they'll turn out badly?

Well, you're right. Cocktail mixing is a delicate art. Even an expert barman misses occasionally.

That's why smart hosts and hostesses everywhere serve Heublein's at home. They are sure to get superb cocktails *every time!*

Even though you never made a cocktail in your

life, you can serve the kind you get in the finest clubs and hotels. Just pour in cocktail shaker or pitcher with ice, stir, and serve in just 14 seconds. Or serve Heublein's the fashionable new way—"on the rocks". Easier to make than a highball!

Then listen to your guests sing your praises. But ...be sure you get Heublein's (pronounced Hugh Bline's). Because *only* Heublein's have that distinctive Heublein full-strength flavor.

HEUBLEIN'S READY-TO-SERVE COCKTAILS

NOW 9 KINDS! MANHATTAN (65 proof), EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof). G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.





COLLECTION OF DOLLS, including stuffed animals, is first thing out of trunk as Wiwan unpacks with dormitory mate Mary McAlenney in Beebe Hall.

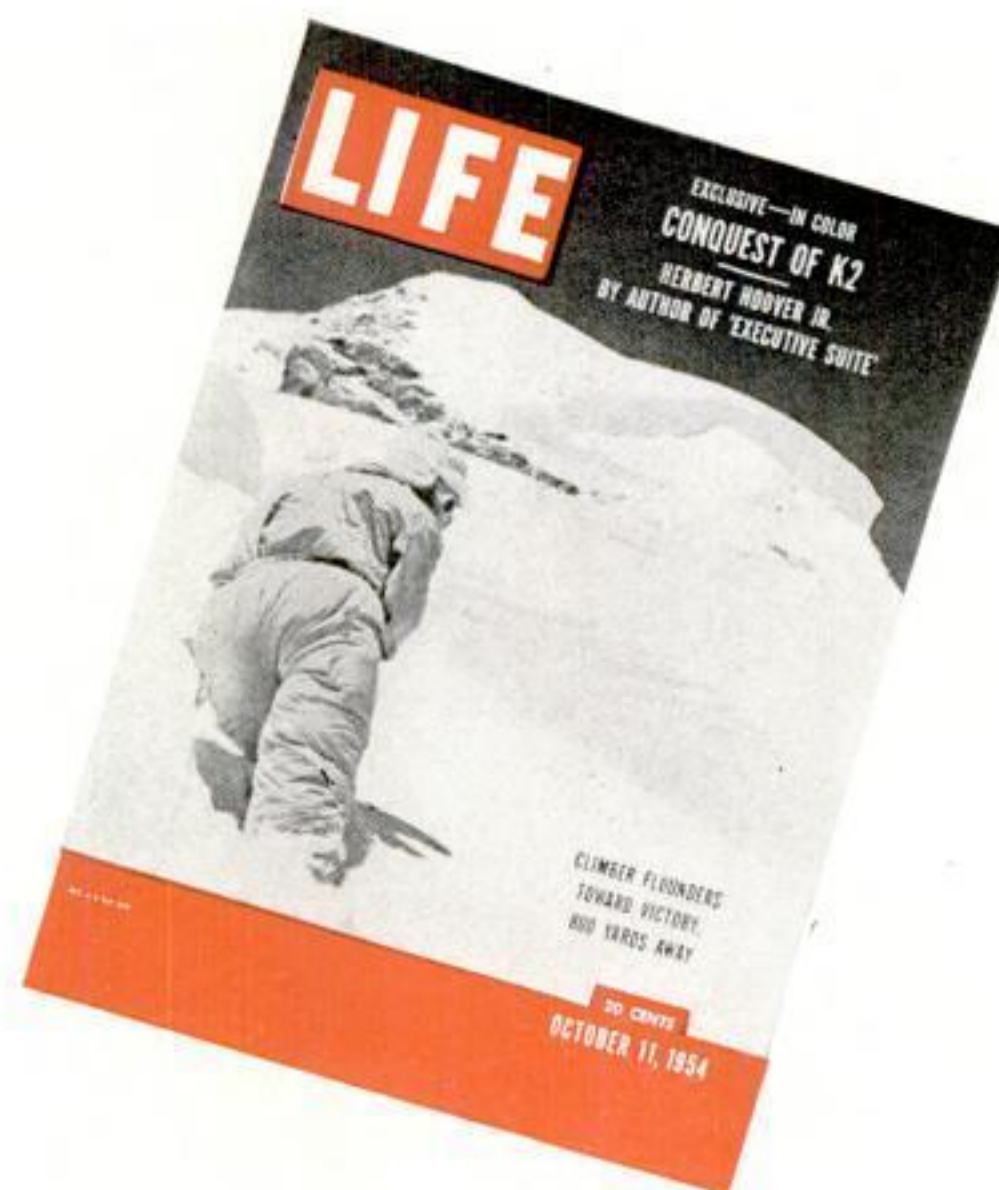


STANDOUT STUDENTS, all club presidents, stand with Wiwan in Alumnae Hall before ascending stage (rear) to welcome freshmen to organizations.



A LOOK BACK at Wiwan's early years at Wellesley is provided by Sandy Cohen's picture album. At right is a Thai engineering student from Tufts.

EXCLUSIVE in next week's issue



The conquest of K2 in color

The Himalayan mountain peak known as K2, second in height only to Everest, was for decades considered "unclimbable." But finally, this summer an Italian alpine expedition clawed its way up sheer, cloven cliffs to the 28,250-foot summit. Next week in *LIFE* you will eyewitness the historic, three-month conquest of the majestic mountain that had defeated every previous assault. The wind-battered ascent, the exhilarating triumph at the top, the death-skirting descent were photographed by the expedition. Five pages in full color plus additional photographs in black and white will be published exclusively in next week's *LIFE*.

"The honored name I bear..."

Cameron Hawley, author of *Executive Suite* and himself a successful businessman, brought alive for millions of readers and moviegoers the drama surrounding business success. Next week exclusively in *LIFE* Mr. Hawley writes about a brilliant real-life executive, more versatile, energetic and decisive than any character in *Executive Suite*. Mr. Hawley's subject: Herbert Hoover Jr., petroleum authority, electronics expert, onetime airline executive and company president. Hoover currently is capping life-long business success with a successful career as a diplomat. Last year this son of the former President helped solve the seemingly endless Iran oil dispute, a vital diplomatic victory for the West. As our new Undersecretary of State, he's a man you should know.



HERBERT HOOVER JR.



CAMERON HAWLEY

JOHN PAYNE starring in Paramount's "LOVE IS A WEAPON." Filmed in VistaVision • Color by Technicolor.

important
oxford
shirt
news!



twist it...twirl it...bend it...curl it...
the soft button-down collar on

Van Heusen Century Oxford Shirts **won't wrinkle ever!**

Now . . . Van Heusen research puts an end to wilted, wrinkled oxford collars. The famous Van Heusen Century *one-piece* collar construction has been achieved in a revolutionary new oxford weave.

Result: a soft, luxurious button-down oxford collar that lies smooth all day, *without*

starch . . . that won't "fuzz up", that stays soft and casual, but wrinkle-free. Believe it or not, you can't even *iron* a wrinkle into it.

Like all Van Heusen Century shirts, you just iron the collar flat, flip it, and it folds perfectly every time. The fold-line is *woven* right into the collar—permanently!

Certified tests prove Van Heusen Centurys give up to 80 wearings and washings (twice as many as ordinary shirts).

Yet the price is just **\$4.95**. The regular Van Heusen Centurys in White Broadcloth are **\$3.95** and **\$4.95**. In colors, **\$4.50**. Tie shown, Van Heusen Shirt-Mate, \$1.50.

Van Heusen Century Shirts

At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., N. Y. 16, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear

THREE HOLES IN A HUMAN HAIR

A delicate drill makes microscopic punctures

Splitting hairs, which is a refined pastime for the argumentative, is a serious business for philosophers, lawyers and Northrop Aircraft, Inc. For one of its defense projects Northrop has discovered a way to puncture a human hair with neatly circular holes 25 times smaller than an ordinary pinhole. In this picture the holes (*above*) and the point of a pin (*right*) are magnified 165 times. The tiniest aperture ever made for production, each hole is six ten-thousandths of an inch wide and is bored under a microscope on a tiny lathe with a special hand-ground drill. Northrop would prefer to show off its delicate drilling technique on the materials actually used in production. It cannot, because the project is classified. Northrop thereby finds itself in a dilemma like that of a baker who in showing off his wares is allowed to display only the hole, not the doughnut.

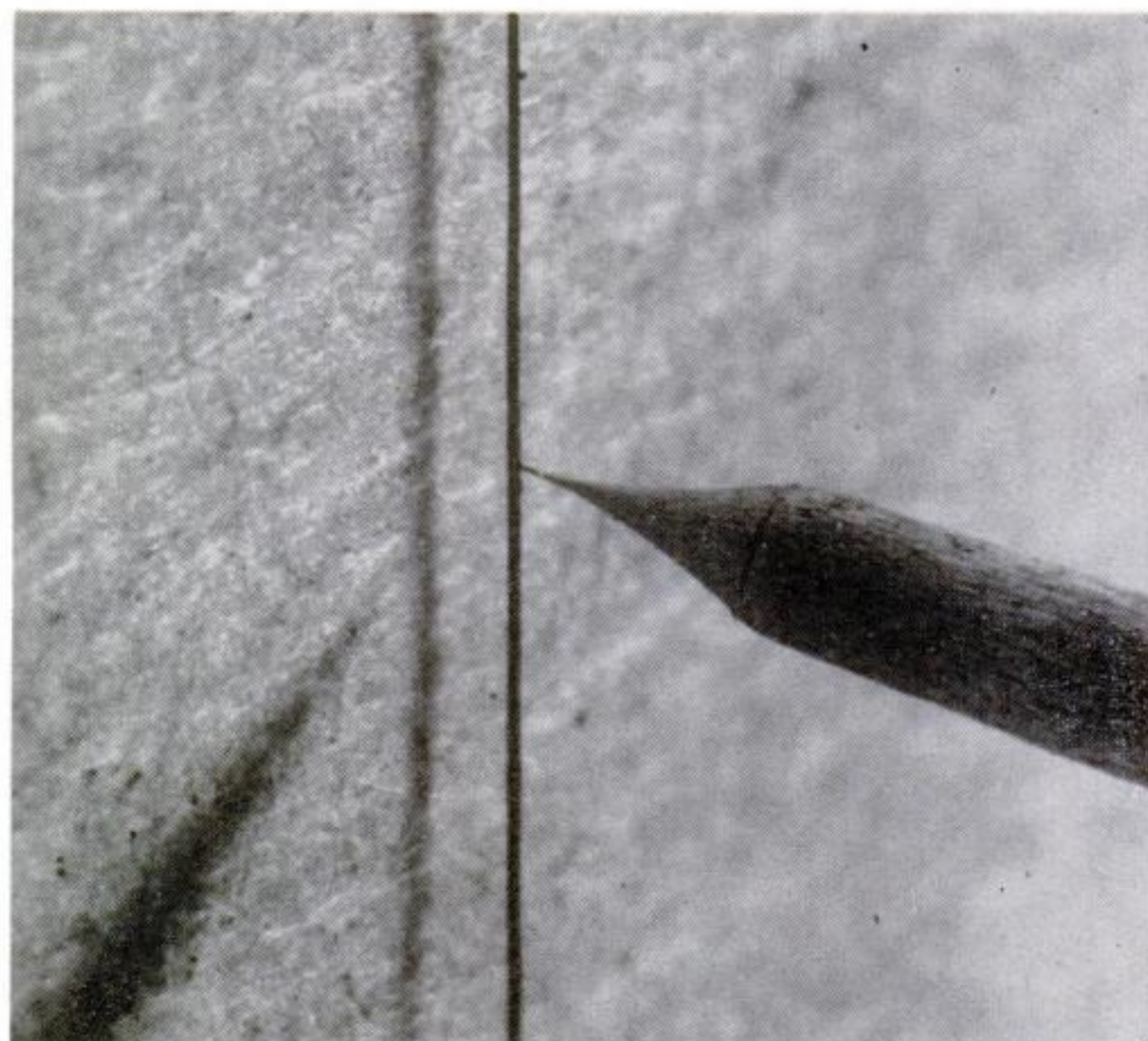
**Five
days
of
new
freedom**



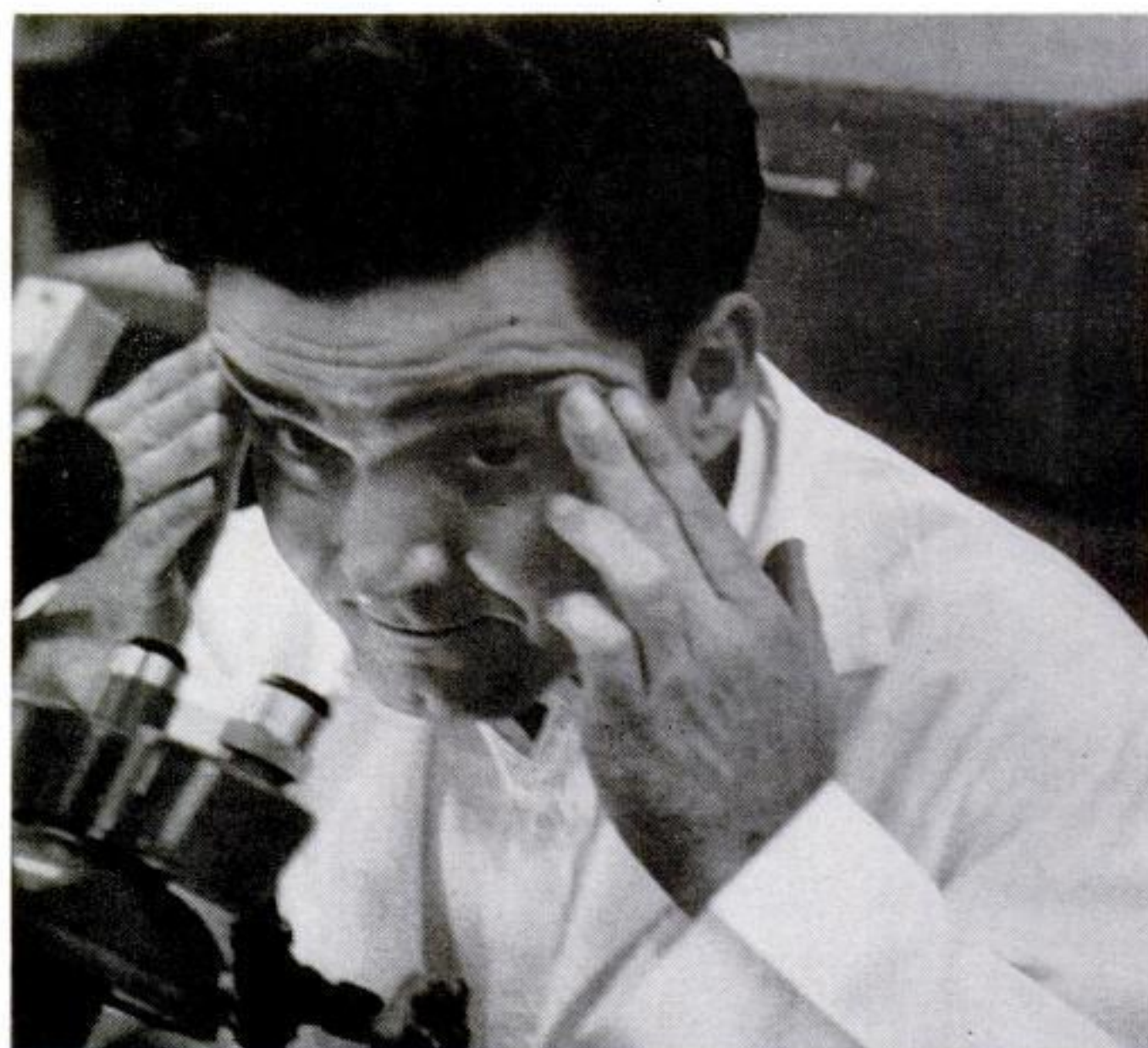
Every day is just like every other day of the month for women who have discovered Meds®—the safer, softer tampon. In *Junior, Regular and Super* absorbencies.



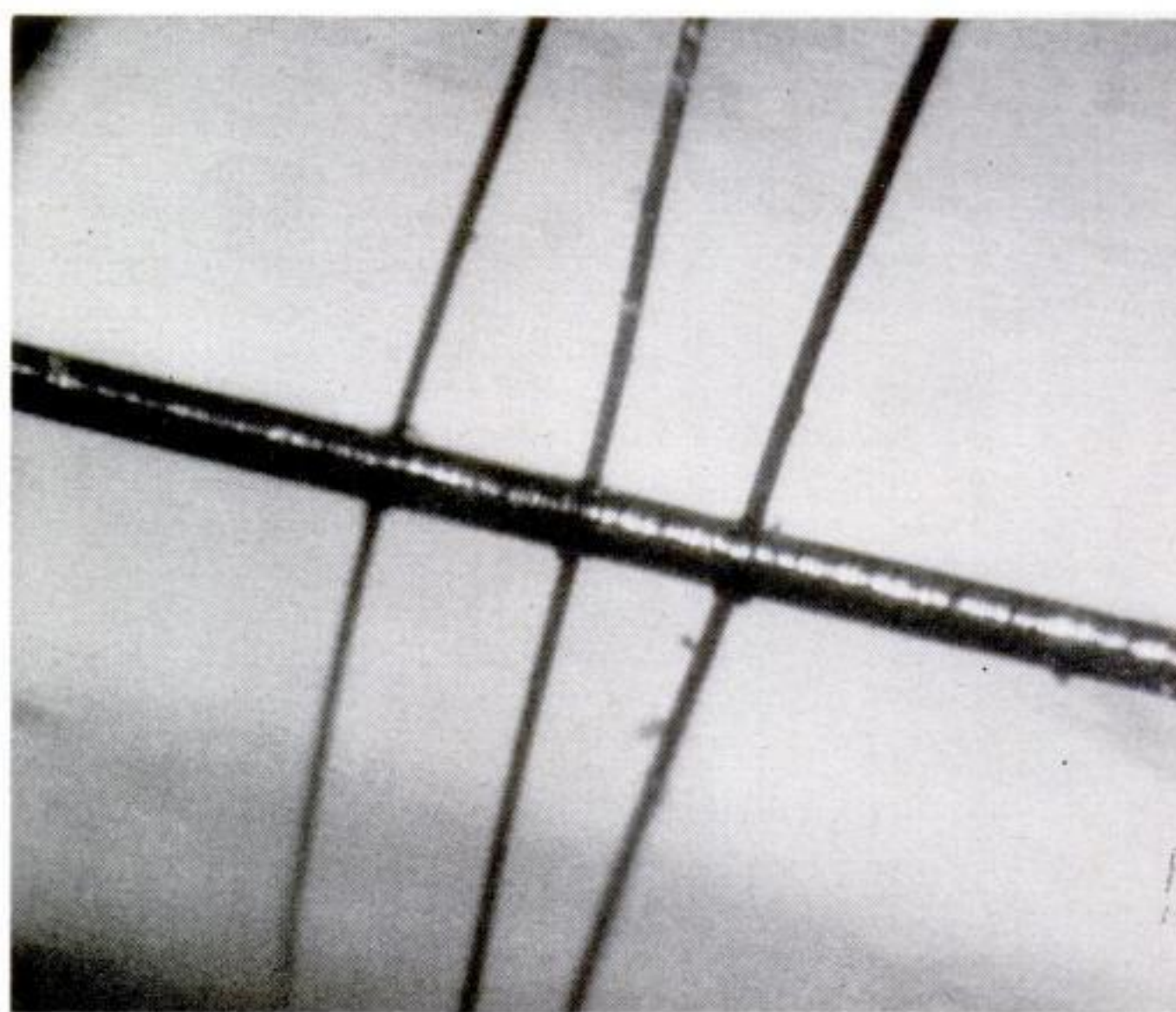
Holes CONTINUED



TINY DRILL is jeweler's instrument hand ground down to about one third of its original caliber. Hair is stretched on a frame, casts a shadow (left).



WEARY DRILLER, Northrop Machinist Paul M. Mansfield, rests his eyes after a long session at the microscope. Each hole takes two minutes to drill.



HAIRS IN A HAIR, three sable hairs are threaded through human hair to clean the holes. Sable is slender and free enough of static electricity to fit.



your fall changeover starts with a lighter-weight

With the nip in the air comes an urge to dress up again, head to foot. Do it! But be practical—start at the top. And start, for a welcome change, with this Champ lighter-weight that tips the scales at a feathery 2½ ounces. It's light as a leaf, light as a snowflake, light as an Indian summer breeze. And more comfortable than you'd ever hoped a hat could be. Wear it this fall, this winter, next spring and summer. Every season it becomes you, and the quality lasts and lasts. All Champ lighter-weights are pre-creased to hold their shape. All are made of imported fur-felt. And all are individually boxed.

See the assortment of Champ lighter-weights at better men's stores and department stores everywhere. **\$7.50**, \$8.50, \$10

Illustrated: Champ Featherweight in Medium Green, \$7.50.

CHAMP
LIGHTER-WEIGHTS

©1954
Champ Hats, Inc., 350 Fifth Avenue, New York

a traditional Italian dish

goes

American ***



... and what happens is pure eating bliss! When it's as easy to fix as our "Yankee Doodle Pizza Pie," you'll shout "Bravo!" ... and your family will clamor for "Encores!"

The savory filling is Ann Page Beans. Like all Ann Page Foods, they're made of choice ingredients in A&P's own Ann Page Kitchens ...

sold only in A&P stores. This eliminates unnecessary in-between expenses and you share the saving. Adapted from Italy's regional cookery,

this zesty dish is grand for parties ... and for downright All-American good eating any time!



Among the other 33 fine foods

in the famous Ann Page family are such favorites as: Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, etc.



Yankee Doodle Pizza Pie

Pizza sauce

Blend together 1 (8 oz.) can ANN PAGE Spaghetti Sauce, 1 (7 oz.) can tomato paste, and ¼ teaspoon oregano.

Quick crust

Take one package refrigerator biscuits, separate them and press, pat and flatten to line one 12-inch pizza pan (round or square shallow baking pan may be used). Scallop the edge or make a rim.

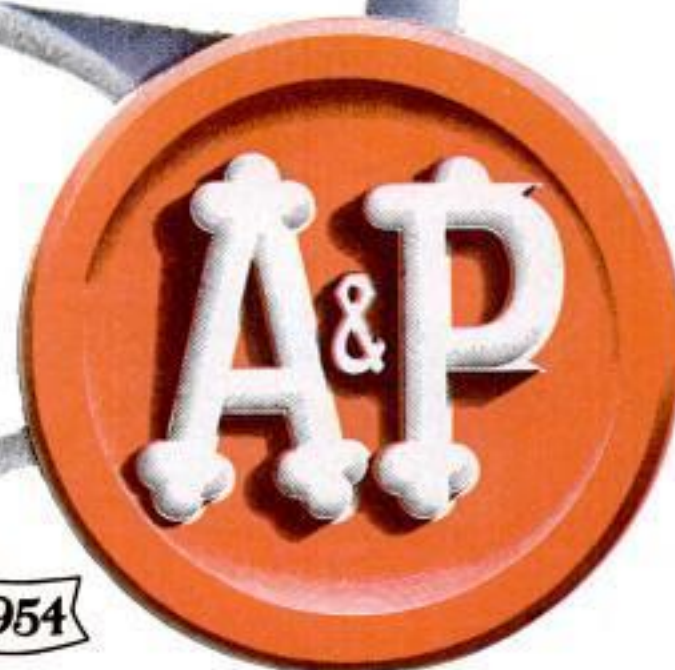
To put together

Spread about 1½ cups sauce over crust, sprinkle on ½ cup grated Parmesan cheese. Add remaining sauce to one can (21 to 23 oz.) of ANN PAGE BEANS (any style) pour over cheese layer. Decorate center with ¼ pound grated Mozzarella cheese and green pepper rings. Bake in hot oven (425°F.) 10 minutes; then at 325 degrees for 20-25 minutes more. Serve with Italian sausage, mushrooms, pimento, or anchovy.

ANN PAGE

PROVES

*Fine Foods
Needn't Be
Expensive*



1859 95th Anniversary 1954



WEARING 237TH FIRST PRIZE, WHICH HE WON AT A KENTUCKY HORSE SHOW, WING COMMANDER PEERS AROUND RESPLENDENT ARRAY OF PREVIOUS AWARDS

BEST IN BLUE

The top show horse in America
has lost only twice since 1947

The greatest stallion in the history of show horse competition is an 11-year-old chestnut champion called Wing Commander. Thousands of horse lovers all over the U.S. have cheered the perfection of his five-gaited performance—walk, trot, canter, slow-gaited stepping and the rack. Descended from other champions and trained at Kentucky's Dodge Stables, he is an alert, exceptionally unruffled competitor. Says

his trainer, Earl Teater, "You can load him or ship him everywhere. He'll win as long as we let him compete." The stallion's only slip-ups came in 1947 during his second year of competition, when at the age of 4 he somehow got one second place (*see red ribbon above*) and one reserve championship (a near miss in a final runoff judging). Up to press time he had followed that with an unbroken line of blue.

Now- on Super Chief and El Capitan . . .

Indian Guides across New Mexico



Blue Wing, War Bow and Sunrise . . . Pueblo Indian guides of the Indian Country.



A real Indian, right on the train!

He's your guide to the wonders of the Indian Country.

Eastbound on the *Super Chief* and westbound on *El Capitan*, he rides with you all across his native New Mexico, enhancing your trip with tales of his people and their magic land.

A leader in his pueblo, he's educated and courteous, anxious to give you the legend and lore of his homeland.

Children love his colorful costumes and his

stories about age-old tribal ceremonials and the exciting days along the old Santa Fe Trail.

For a new adventure in travel on your way to or from California ride the *Super Chief* and *El Capitan* through the romantic Indian Country on the Santa Fe.

Take the family along! Your travel agent or any Santa Fe passenger representative will gladly show you how much our Family Fares can reduce your travel costs. He's as near as your telephone —so why not phone him today and ask about these money-saving fares.

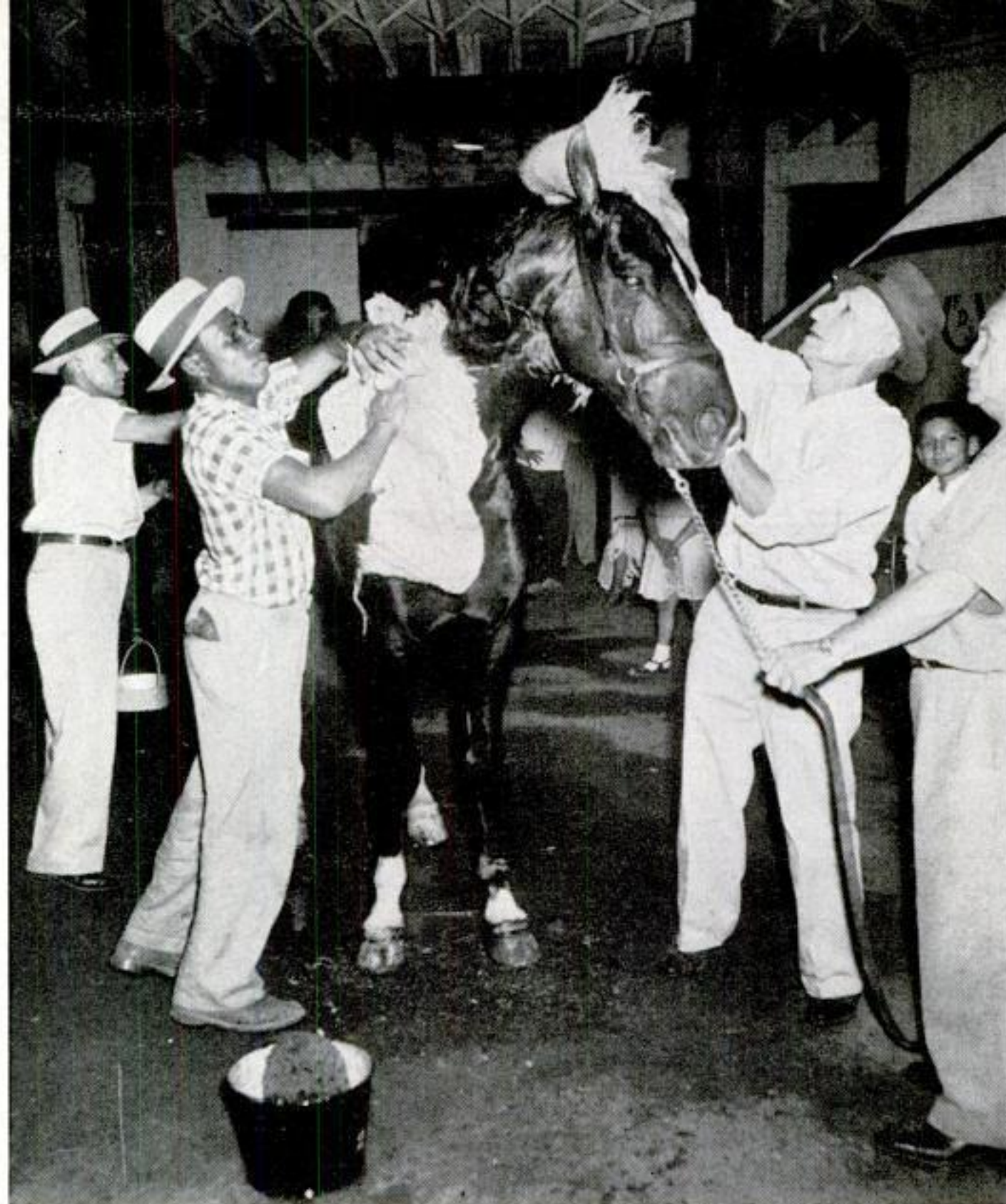




YAWN STARTS WING COMMANDER'S DAY

THE PAMPERED LIFE OF A STAR

At most shows Wing Commander performs in the last event, but the crowd always waits to watch him and the applause that greets the stallion's inevitable triumph is as familiar now as his first prizes. All his life he has been pampered and preened by experts. On show days he is hidden from curious visitors by a wooden "front" at his stall. His tail is dressed (see page 127), dirt is delicately removed from his hoofs with a foot hook, and he drowns most of the day. When he needs new shoes the only farrier he has known since colthood flies from Michigan to nail them on.



WINNER'S RUBDOWN follows another successful night. Wing Commander's chief groom, Gregory Pena (second from right), has been with him for eight years.

AT LEXINGTON, KY. HORSE SHOW, WHERE HE AGAIN WON THE FIVE-GAITED STAKE, WING COMMANDER CANTERS REGALLY PAST HIS APPLAUDING ADMIRERS,





"Coffee-break" for a busy mother

Hands at the stove. Eyes on the clock. Watch the toast. Time the eggs. Feed the children. Clean. Another day begins! And then, mid-morning — a moment's peace, a quiet kitchen, and the welcome thought: "*Now for a cup of coffee!*" Is there anything so cheerful as the smell of freshly brewing coffee? Coffee! Nothing else brightens the hours so much. Nothing else lightens a job so much. Coffee! So

friendly, so bracing, so wonderful to taste. So much pleasure — and only pennies a cup. During *your* day, too, at any hour, make it "*now* for a cup of coffee!" Enjoy coffee often — and make it right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

© 1954

There is nothing so satisfying as a cup of good coffee

Male or Female?

Here's a great new do-it-yourself thrill for both!

Yes, both Mother and Dad, Brother and Sis will enjoy a great artistic thrill, when they discover Marshall's Photo-Oil Colors. With Marshall's, you can make beautiful hand-colored portraits or landscapes from black-and-white photos. It's fun, it's easy to do-it-yourself at home just like the professionals do in their studios.

You need no previous art training or experience. After all, what is more pre-sketches than a photograph? Simply follow the step-by-step instructions in every set and be sure to ask for "matte" prints when your photos are developed.

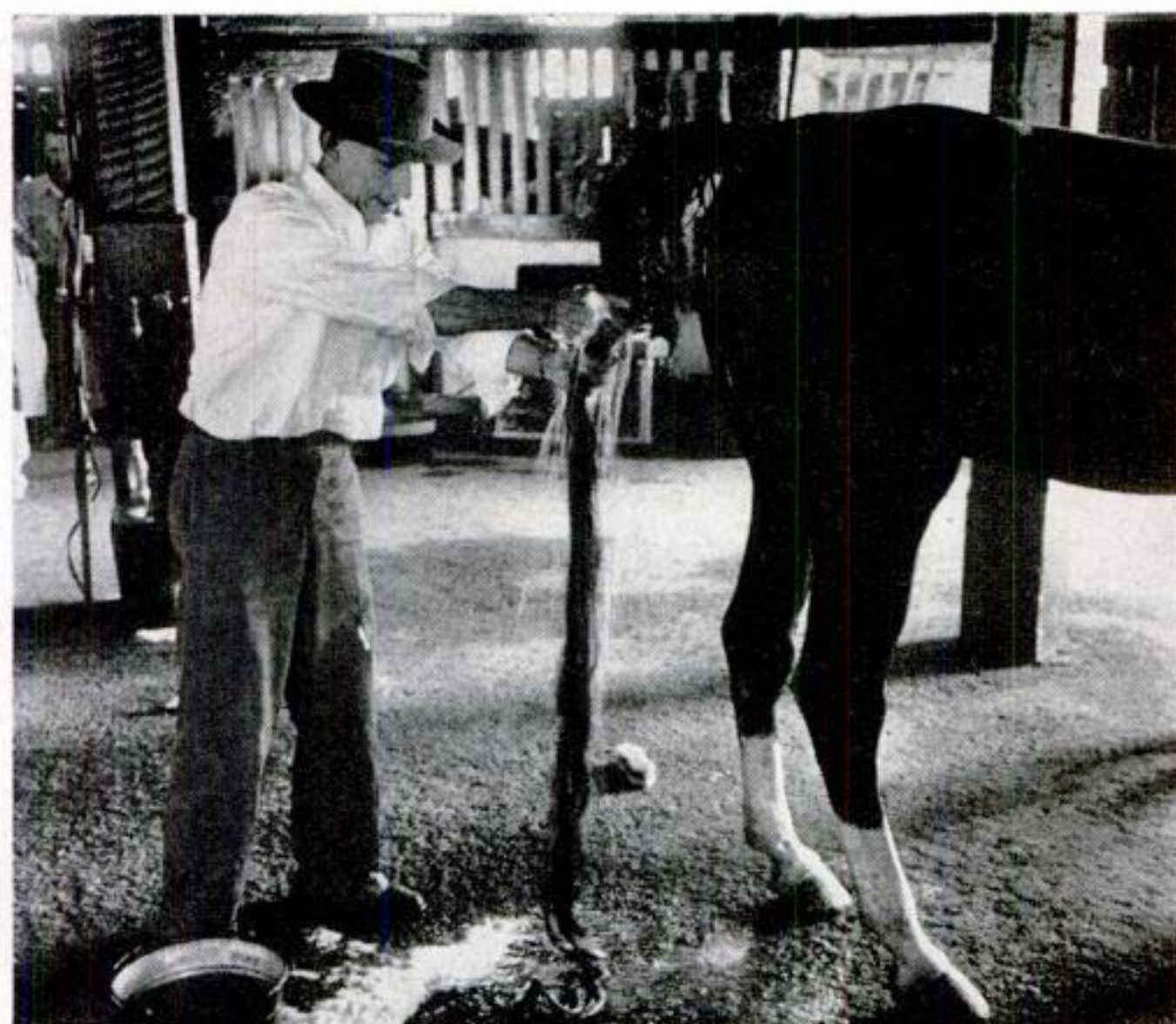
From October 11th to 16th a fascinating demonstration by professional colorists will show you how you can enjoy Marshall's at Willoughby's, 110 W. 31st St., N. Y. C.

Send 15c for 32-page book, "How To Make Beautiful Color Prints..."

Sets \$1.50 to \$13.95 complete—nothing else to buy.

Marshall's
PHOTO-OIL COLORS

At photo dealers, everywhere, or write:
JOHN G. MARSHALL MFG. CO., INC.
167 North 9th Street, Brooklyn 11, N. Y.

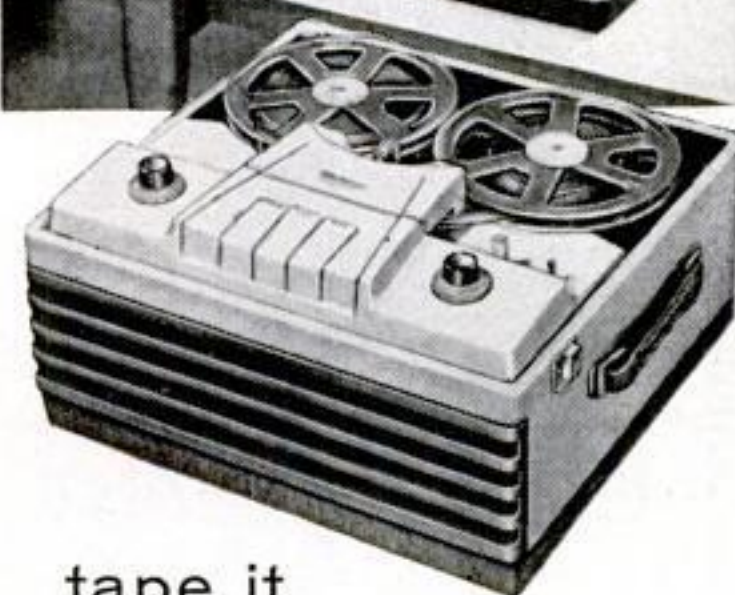
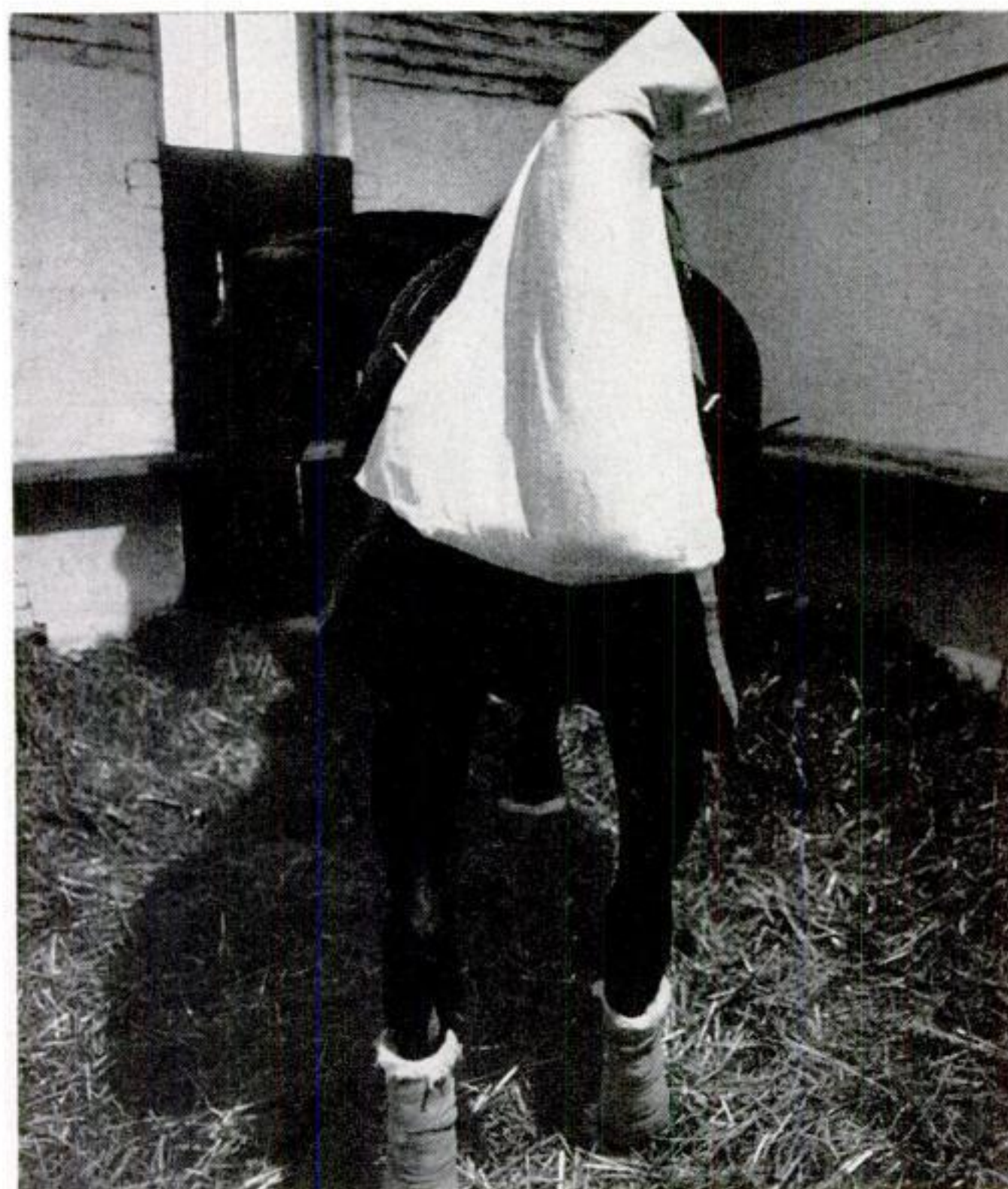


SHAMPOOING of tail has to be done on morning of show. Some horses must wear false tails but Wing Commander's is so long it has to be tied up.



KNOTTING the tail protects it during the night and after show day washings. It also keeps Wing Commander from stepping on it in his sleep.

SACKING the tail keeps it clean after a shampoo. Wing Commander likes to be groomed, is happiest when his tail is brushed and fluffed out to dry.



tape it
and keep it
for life with a
WEBCOR
High-Fidelity
tape recorder

You'll get a tremendous thrill building a family album of sound! But the real fun comes when you play back those precious memories in 10, 15 or 50 years. It is then you'll be glad you recorded with a Webcor high-fidelity Tape Recorder. Every voice inflection, every sigh or song is caught and held by Webcor's superior fidelity magnetic recording heads.

And Webcor Recorders are famous for easy, foolproof operation. Take the 2020 Touch Button recorder shown above. A simple touch and you record... another touch and you're rewinding for playback. Record to two full hours on one reel of tape. And the 2020 records at two different speeds, too. Choose from handsome portables or richly grained table models.

Enjoy a thrilling Webcor tape recorder demonstration at your music dealer tomorrow.

from \$169⁵⁰



Table Model

Special Features: The 2020 recorder includes a new safety lock, automatic volume recording indicators, reel brakes, monitor control, sensitive ceramic microphone, special input-output for recording or playback through outside sound equipment.

Prices slightly higher west

WEBCOR
Chicago 39, Illinois © Webcor 1954 A-8797

DR GRABOW PIPES

COOLER... Milder!

BECAUSE THEY'RE PRE-SMOKED

GREENSBORO, N. C.

\$1.50 TO \$5.00

GRAND FEELING OF

RELIEF FROM STUFFY NOSE

VICKS Inhaler

USE AS OFTEN AS NEEDED... ANYWHERE

STOP SCRATCHING!

Kills FLEAS, LICE, TICKS, FUNGI, BACTERIA

PULVEX

Anti-Scratch FLEA POWDER

ANOTHER COOPER PRODUCT



How to *give* like a King

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PORTRAITIST IN FRANCE

Photographed for LIFE by YOUSUF KARSH

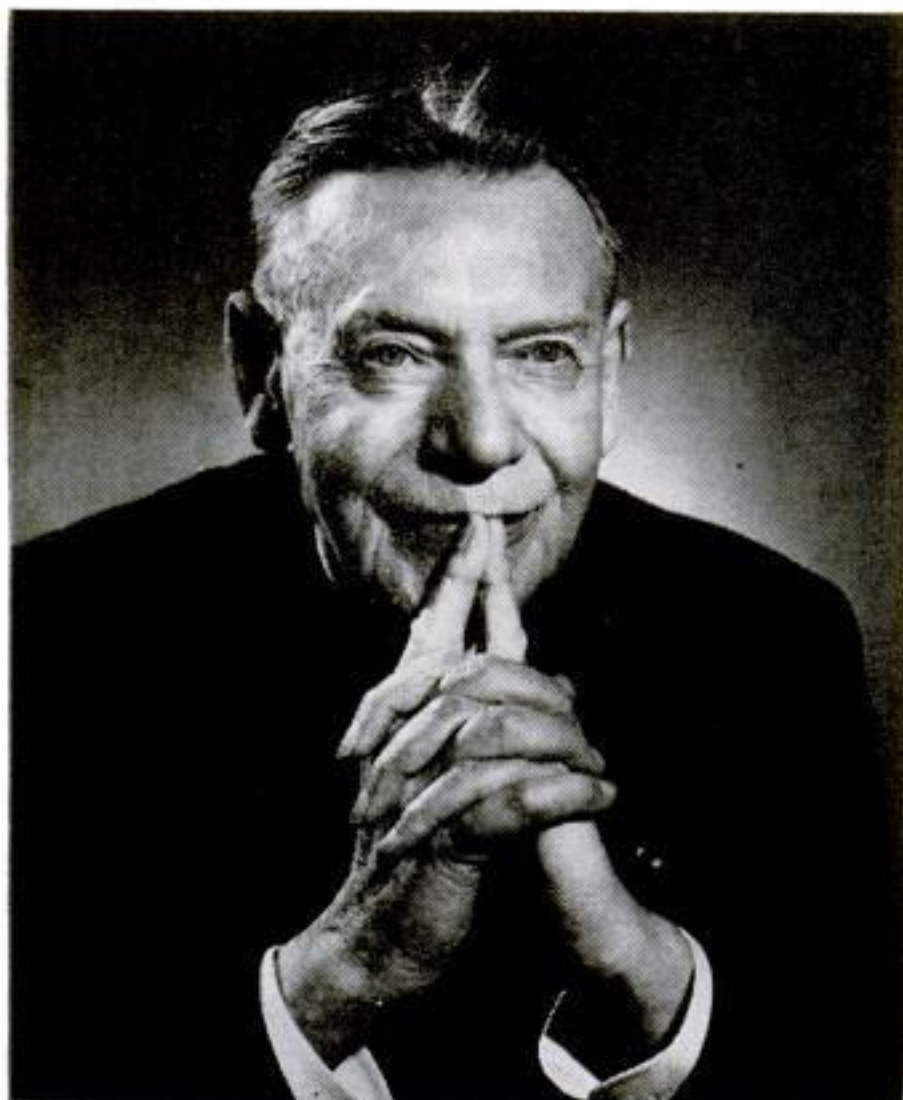
Even as its political life grows arid, France remains a warm and brilliant land, full of stubborn people brimming with ideas and energy. Individually, they are rich in brains and talent and spiritual depth, and their outstanding figures have a special brightness. Recently Yousuf Karsh, distinguished Canadian portraitist who has photographed almost every famous person of the contemporary Western world, visited France. He photographed scores of famous people, Frenchmen by birth or adoption. "They all," said Karsh, "had one thing in common—vanity. If they didn't have it, they wouldn't be great." In the portfolio on these pages, Karsh has caught much of the greatness and individuality of today's France.

ANDRÉ MALRAUX

Art and archaeology were the first loves of André Malraux—but the 20th Century got in his way. In the Orient on an expedition he became involved in great revolutions, in Annam, then in China, and from his China experience fashioned a great book, *Man's Fate*. He returned to Europe to be swept up in new violences, first in Spain, then in France where he was an officer of the army, then prisoner of the Germans, finally underground fighter. He came out as General de Gaulle's adviser and a political power. But the fires cooled. Now in an apartment near Paris, surrounded by statues he loves so much he swears he has come to resemble them, he is writing once again about art—magnificently in a new work called *Voices of Silence*.



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ANDRÉ SIEGFRIED

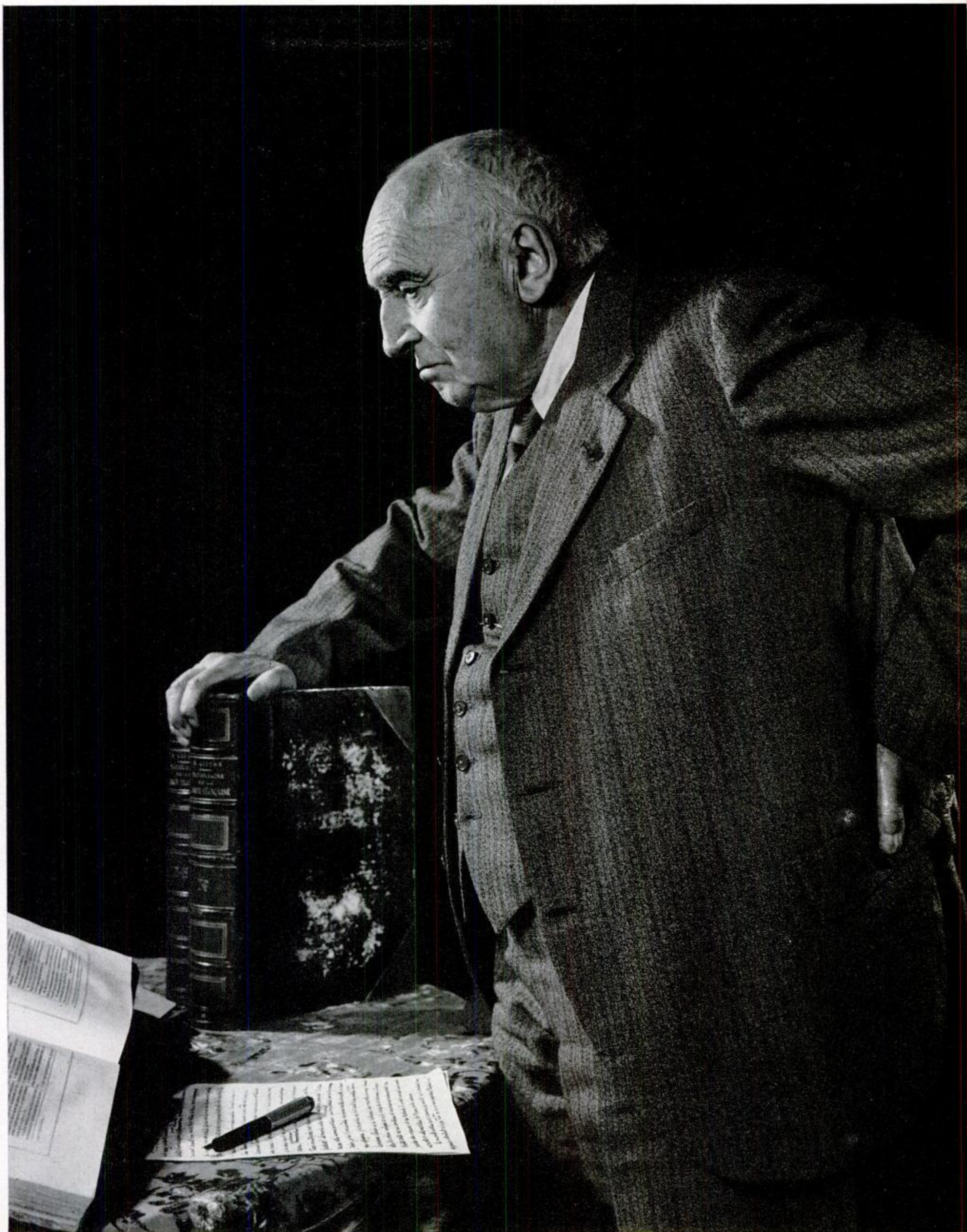
Karsh caught André Siegfried, 79, the respected old man of Paris' famous Institute of Political Studies, which is part of the Sorbonne, in a moment of amiable noon-hour silence. But elsewhere Siegfried, one of France's great experts on the U.S. and a supporter of U.S. policy, is usually stern and seldom silent. At the school, which produces most of France's diplomats, and in editorials in the newspaper *Figaro*, his is the gruff voice of the conservative right wing calling for a more disciplined France.



ANDRÉ MAUROIS

Which of his long list of novels and novelized biographies (Shelley, Disraeli, Byron, Proust, George Sand), asked Karsh, did André Maurois like best? Maurois had an answer: his last book was always his favorite. Eccentrics, Maurois observed, made the world go round. Churchill is an eccentric, he felt, but not Attlee. Truman is, but not Eisenhower. Former Foreign Minister Robert Schuman? Well, shrugged Maurois, he rode third class on the railroad trains.



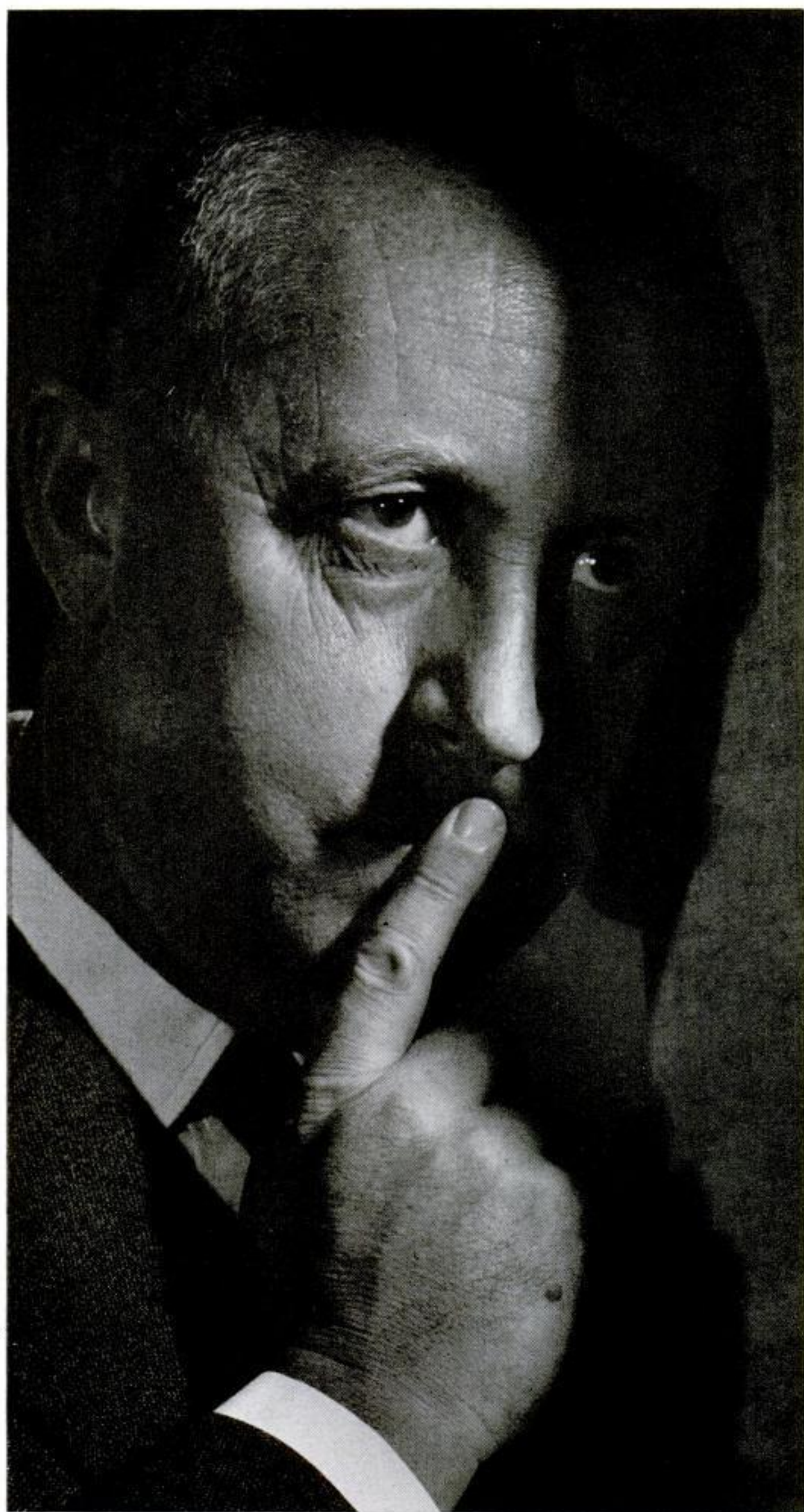


ALBERT CAMUS

The fall of France in 1940 sent Albert Camus (left), a Paris newspaper make-up editor, fleeing to Algiers. But he came back soon to edit the resistance paper *Combat*. After the war his hatred of all tyranny brought him to the writing of brilliant novels and plays—*The Stranger*, *The Plague*, *The Just Ones*—which prompted André Gide, before his death, to remark that Camus, "of all the writers of the younger generation, has aroused our boldest hopes."

PAUL CLAUDEL

A distinguished diplomat (once ambassador to the U.S.) and poet, Paul Claudel at 86 has become a success as a dramatist. Two of his long-neglected plays were recent Paris hits. Two operas with his librettos, Milhaud's *Christophe Colomb* and Honegger's *Jeanne au Bûcher* (*Joan at the Stake*), are current successes. Claudel told Karsh that he had just come from seeing Ingrid Bergman play his *Jeanne d'Arc*. "A very interesting interpretation," he observed.

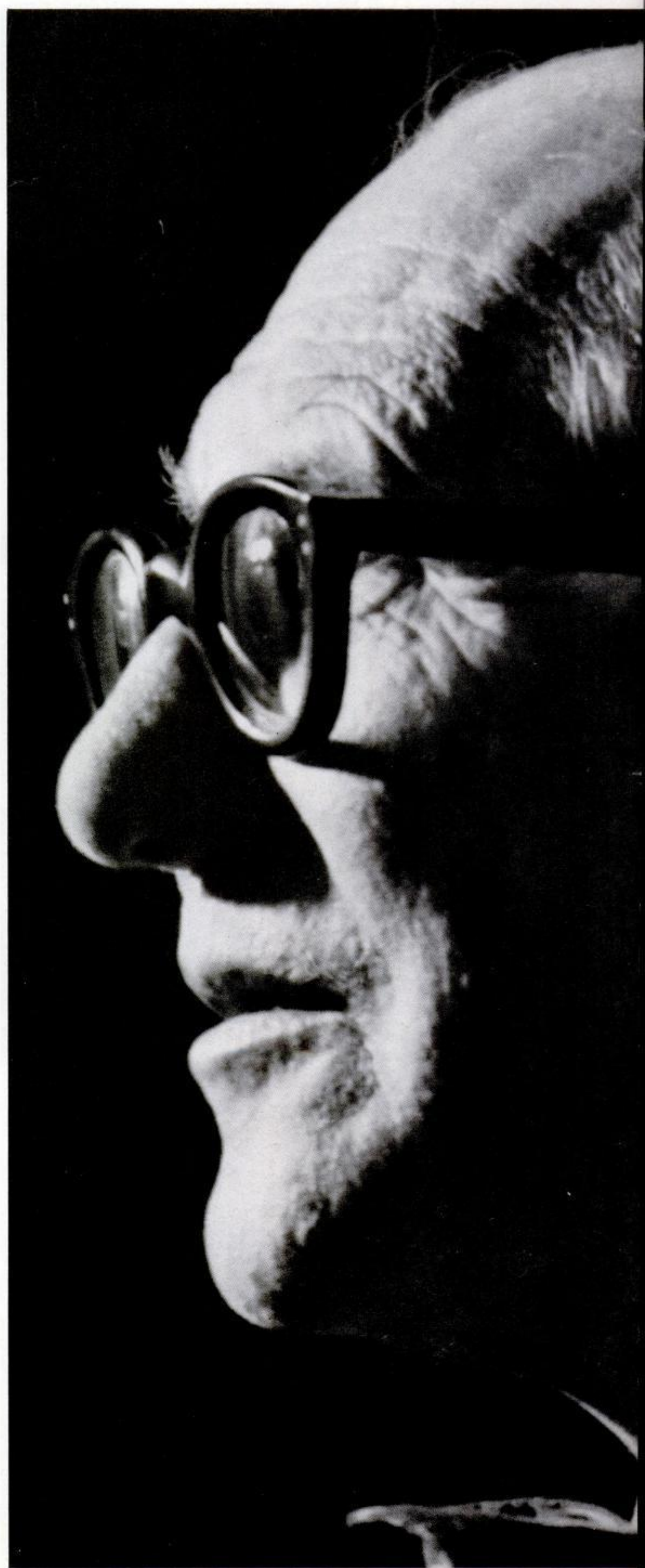


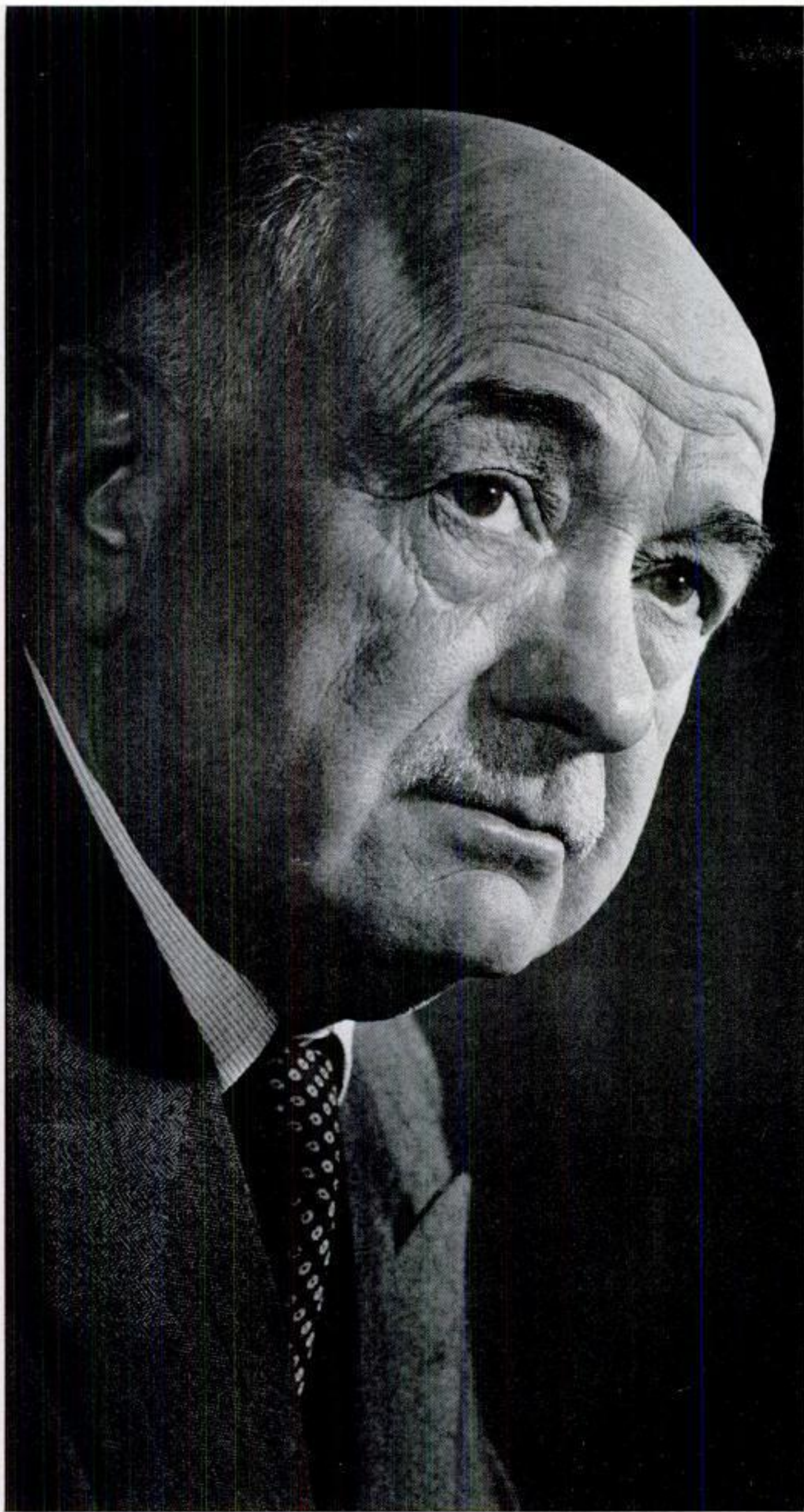
CHRISTIAN DIOR

When Karsh visited Christian Dior he found the great man plotting his current controversial designs on the female figure. Mild but suspicious, Dior kept Karsh confined to a single room lest his secrets leak out and so Karsh finally arranged a pose that seemed to "hit the atmosphere." Dior has grown since his first fame as the proponent of 1947's New Look. With the support of Marcel Boussac, he runs a business that now exceeds \$15 million a year.

LE CORBUSIER

No European architect has more influence than Le Corbusier and few have suffered so much criticism. He has been denounced in Russia for being ultramodern and in France for failing to include wine cellars in his apartment houses. He has grown shy and sensitive. He asked Karsh why Frank Lloyd Wright, who once called him a "box builder," did not leave him in peace. "I do not interfere with his ideas," he cried. "Why does he attack me?"



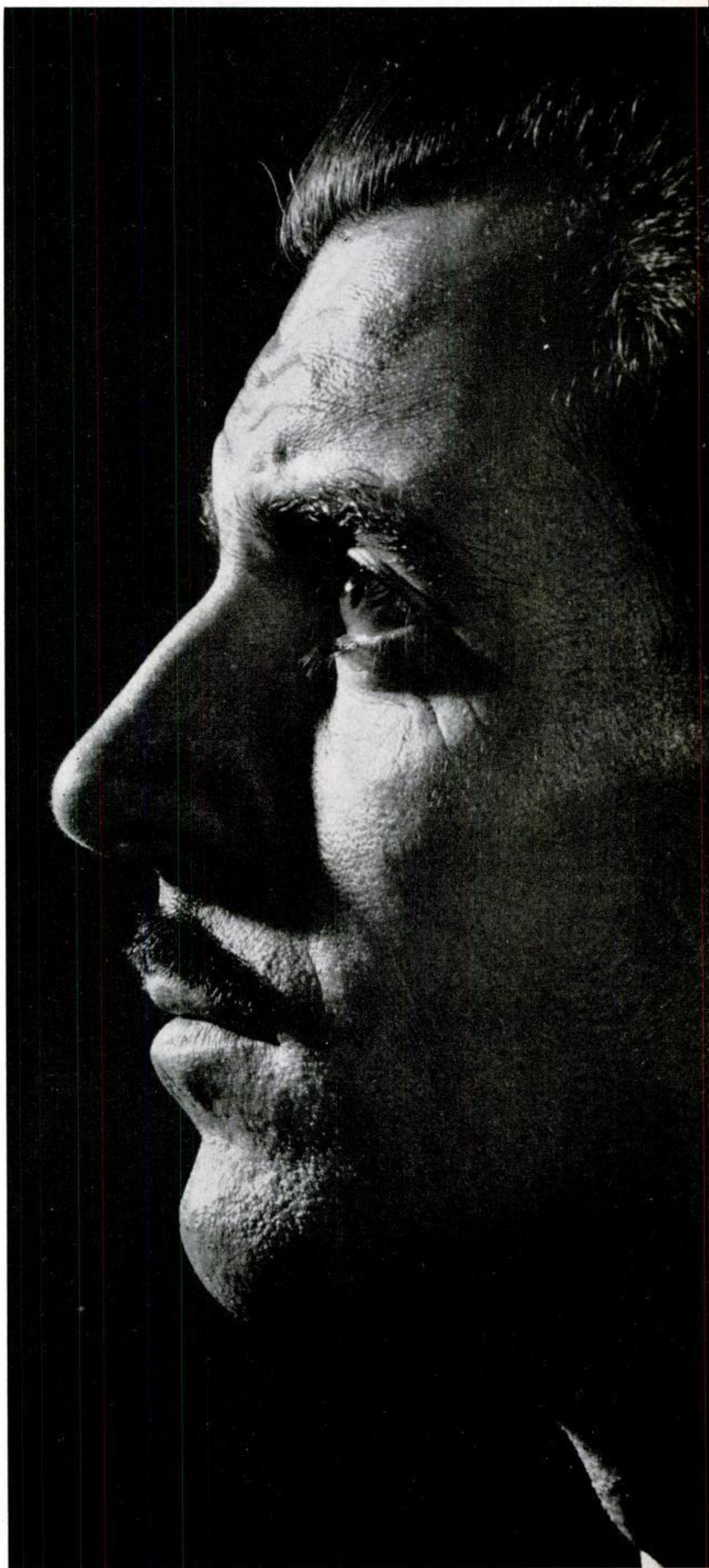


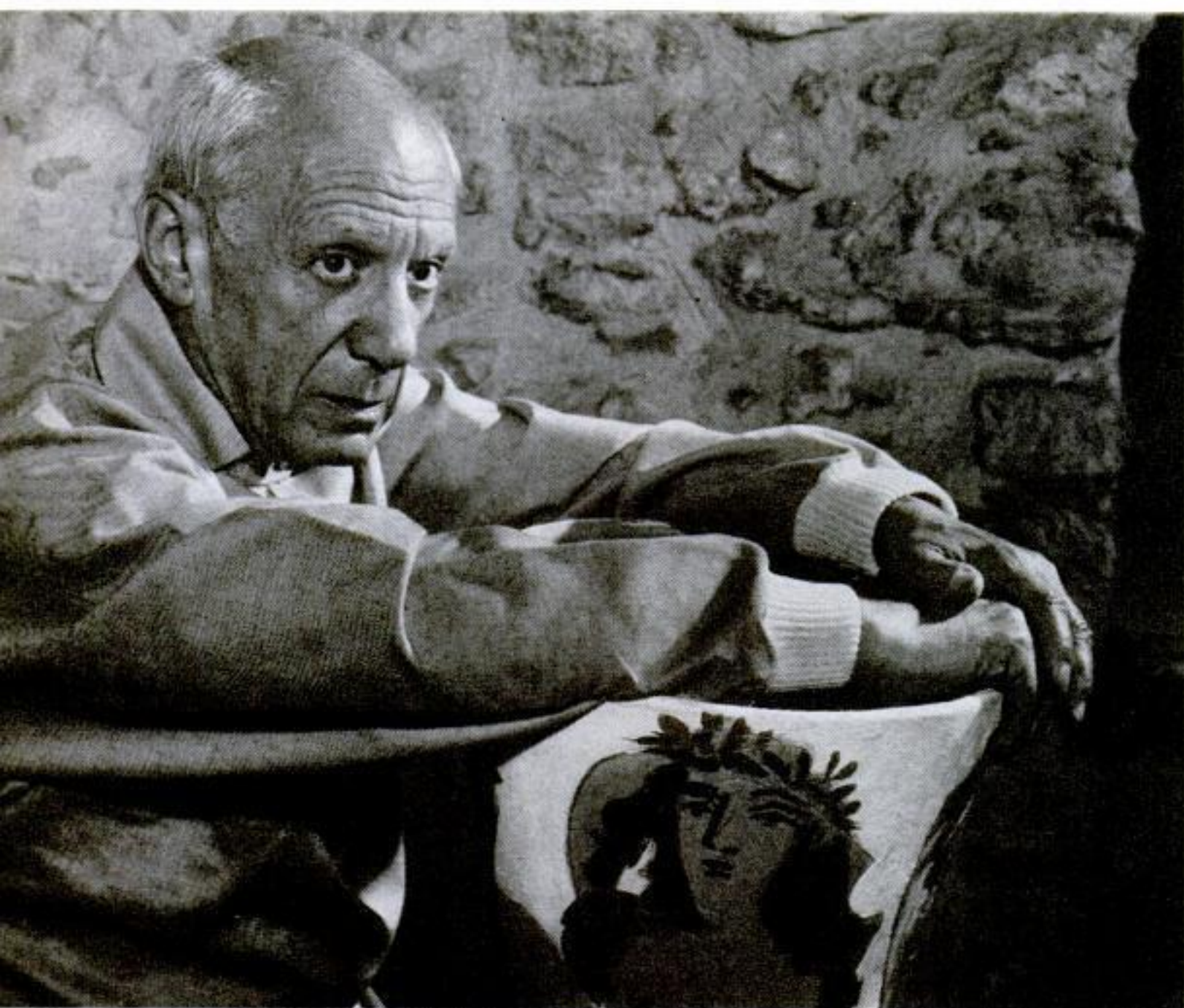
MARCEL BOUSSAC

In France's tightly compartmented economy, Marcel Boussac is a one-man Texas, a free-wheeling operator who flits about in his own four-motored planes, raises race horses and owns two Rolls-Royces. He is so well integrated in the textile business that he grows the cotton, spins, weaves, naps, bleaches, dyes and prints it, sets the styles through his backing of Dior, sells the dresses and also the washing machines to launder them when they get dirty.

MAURICE HERZOG

In 35-year-old Maurice Herzog of Lyons, Karsh found a sun-bronzed, heroic figure who struggles with mountains. As a boy he climbed Mont Blanc. Then in 1950 he climbed Annapurna in the Himalayas, the first 26,000-foot peak ever climbed. Frostbite took his fingers and toes, but for Karsh he recalled how he felt at the summit: "It is a grave moment in a man's life. There is such a depth of feeling. I had a spiritual experience that is quite indescribable."





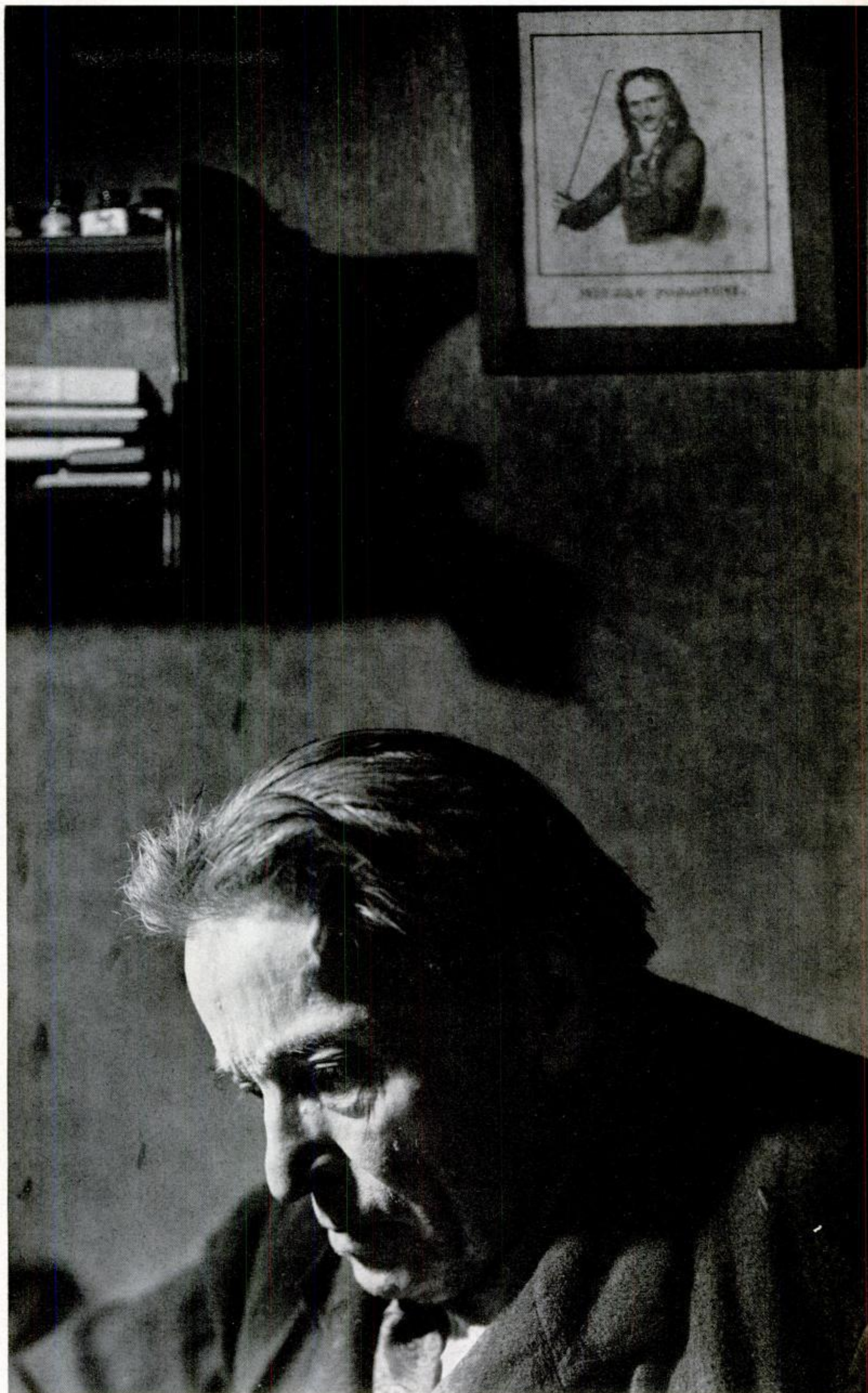
PABLO PICASSO

Karsh had come to Picasso's pottery workshop in Vallauris expecting a difficult time with a temperamental subject, but Picasso proved so cooperative as to seem "abnormally normal." He posed docilely with a piece of his new pottery, but what impressed Karsh—and he is not easily impressed by celebrities—was that Picasso arrived exactly on time. Later the reason came out: he had seen some Karsh portraits and liked them.

DARIUS MILHAUD

Although crippled legs bind him to a wheelchair, Darius Milhaud, most famous of living French composers, keeps moving about. He teaches both at Mills College in California and at the Paris conservatory. He makes his way about Europe to conduct his dissonant and jazzy compositions. As Karsh photographed him he talked of the role of conductors and spoke reverently of Toscanini as a man that happens about once in two centuries.





PABLO CASALS

The violoncello is "a beautiful woman that has not grown older, but younger, with time" to 77-year-old Pablo Casals (LIFE, May 15, 1950), the world's greatest performer on any stringed instrument. When Karsh and his wife visited him at Prades in the Pyrénées, where he lives in just-over-the-border exile from Spain, Casals took them to the abandoned abbey of St. Michel de Cuxa and (*left*) played music Mrs. Karsh called "so beautiful it was unearthly."

GEORGES ENESCO

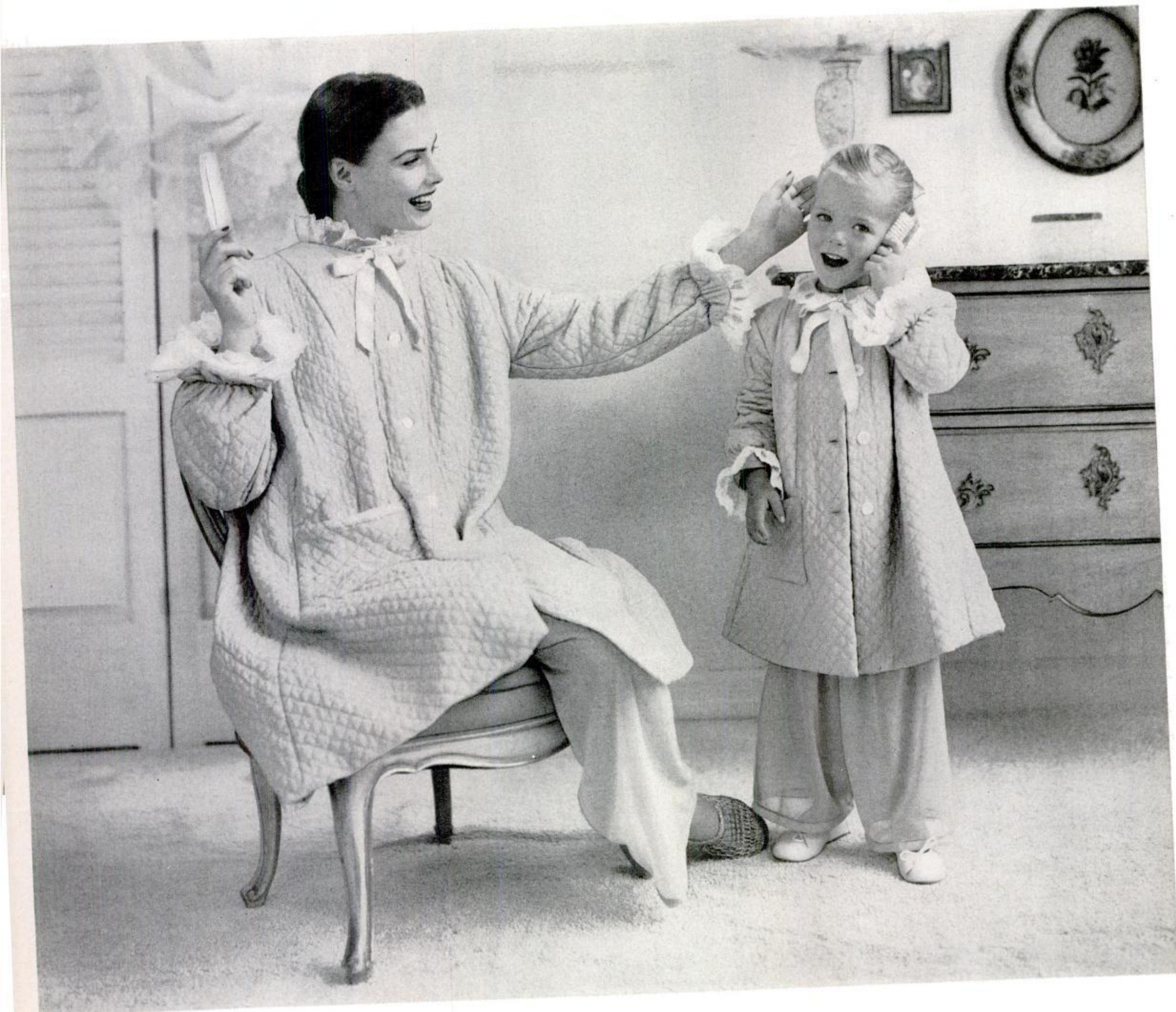
As Karsh worked, Georges Enesco, the 73-year-old Romanian composer who wrote his country's folk tunes into popular rhapsodies and taught Yehudi Menuhin the violin, talked amiably of his musical likes. Wagner, "the first to really delve into the human soul," moved him most, he said, and the greatest of modern conductors was "Furtwängler, without a doubt." Frail and ailing, Enesco has given up playing and conducting, composes quietly in Paris.



ALPHONSE JUIN

To Allied commanders in World War II, General Alphonse Juin was "the billiard player" because he talked his strategy in billiard terms. Since then some generals have found other names for him because Juin, loyal to the old French traditions, has stubbornly opposed the

European army. The Laniel government, embarrassed by his speeches, fired him as its chief military adviser but, refusing to resign, he has continued as commander of NATO's central European forces. He sat for Karsh wearing the seven stars which mark a marshal of France.



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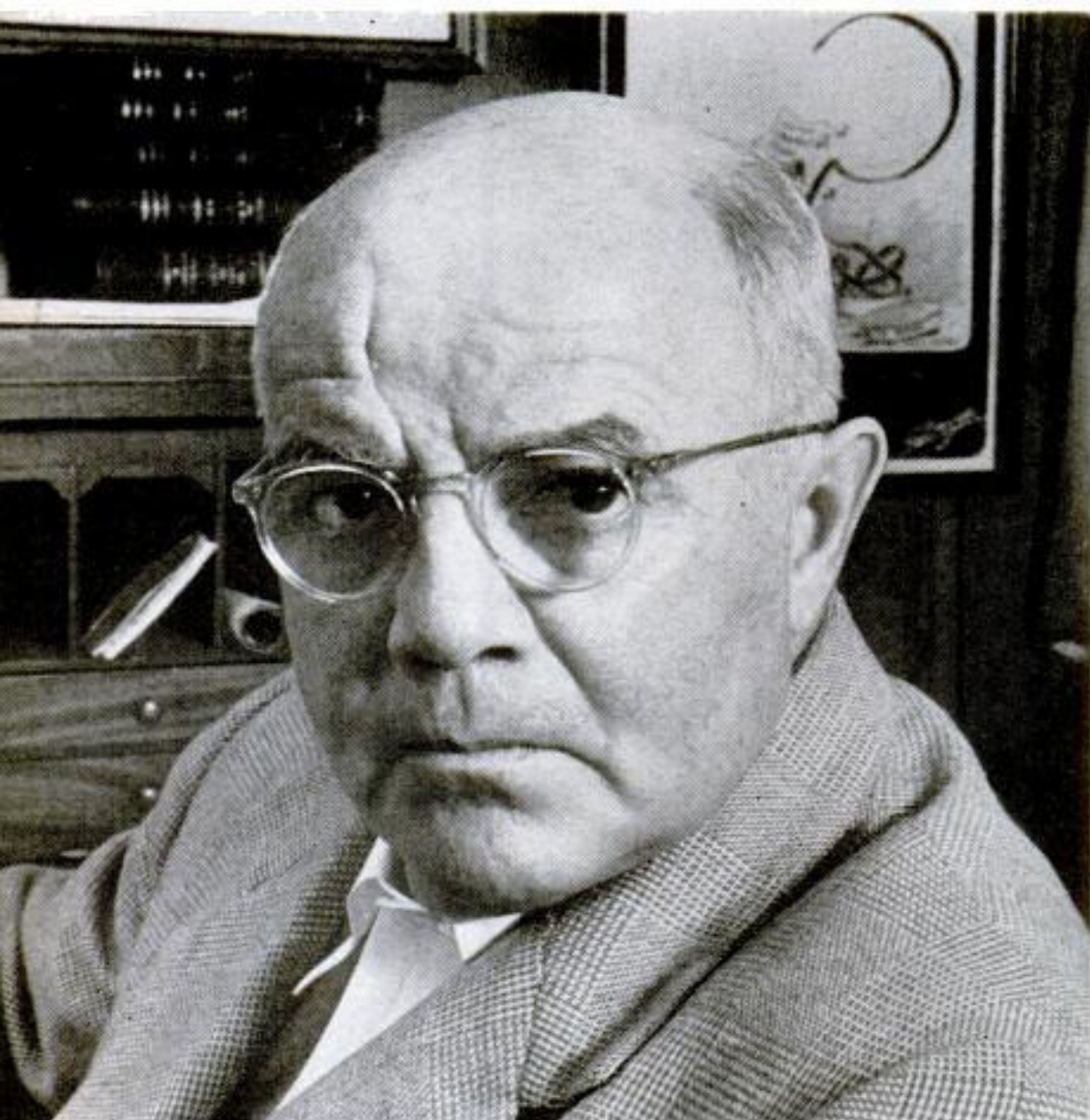
RED HUNTER'S RED JAILMATES

As the second chairman of the House Un-American Activities Committee, Congressman J. Parnell Thomas of New Jersey was a well-known and controversial investigator of U.S. Communism in the late 1940s. His congressional career came to an abrupt end in 1949 when he was tried, fined and sentenced for payroll padding and accepting

kickbacks from federal employees in his office. Now he has written this report on the nine months he spent in the company of convicted felons, including some he himself had helped send to prison, at the Federal Correctional Institution at Danbury, Conn. LIFE publishes his story as one man's personal account of his stay behind bars.

by J. PARNELL THOMAS

WITHIN 24 hours after my release from the Federal Correctional Institution at Danbury, Conn. I managed to have smuggled out of that well-guarded institution the notes I had secretly kept during the nine months of my prison term. Written in a minute hand on both sides of 42 tiny sheets of thin paper, they were always easy to conceal from spying eyes. The real problem was how to get them past the guards upon my final release. In this I was aided by a prison official who wanted the American people to know my story—a story that I know will be



THE AUTHOR, shown after release in Allendale, N.J. home, won election to Congress seven times.

denied by prison officials who will declare that the rules prescribe certain minimum standards for the treatment of prisoners and specifically prohibit cruel or harassing behavior on the part of prison guards. But I know what I saw and experienced and I know that prison officials frequently do not—and cannot—know what really goes on in the institutions they preside over.

I have to say at the beginning that my prison experiences had some special angles. For example, there was the day the acting prison physician delicately poised a needle over my bare arm. I thought I saw malice in his smile, and I had reason for my suspicion. He was an inmate like me but he had no occasion to feel a comradely sympathy. I had helped to put him behind bars.

Downstairs in the parole office the chief typist was working on my progress report, an all-important document which would de-

termine the length of my prison term. He also was a convict because of me. I had been the chief witness against him. I hoped he would not remember too vividly certain harsh phrases I had once used concerning him. Elsewhere in the prison was another man serving time because of my activities as a member and chairman of the House Committee on Un-American Activities, and still another who had fallen foul of my predecessor as chairman.

I came away from prison in September 1950 with the thought that every judge, every prosecuting attorney and every member of Congress ought to spend a brief stay in jail for the good of his soul. But I would temper this recommendation with a bit of advice: it is preferable not to serve time with men who owe their loss of freedom to your actions as a public official.

Not that anything untoward happened. Dr. Jacob Auslander, a Communist-front director who went to jail for contempt of the committee over which I presided, jabbed me deftly with the needle. I read into his scowl a desire to repeat the operation on other portions of my anatomy, but perhaps my imagination fooled me.

Ring Lardner Jr., the Hollywood film writer, chief typist in the prison parole office, never permitted his natural ire against me to affect his clerical work so far as I know. He too was in prison because of contempt of the Un-American Activities Committee and, of course, of its chairman.

Lester Cole was the other member of the "Hollywood Ten" in Danbury. All of them went to prison because of defiance in 1947 of our committee's inquiry into Communism in the motion picture industry. Carl A. Marzani, an ex-government employee sentenced for perpetrating a fraud upon the government in concealing his Communist party affiliations, was first named as a Red by the committee under the chairmanship of Martin Dies.

Cole never bothered me. Marzani was bitter and quarrelsome and we had clashes. Though none of the four translated his wrath against me into physical violence, I still always felt a certain uneasiness.

On election night in 1948 I thought myself at the peak of my political career. I was re-elected to a seventh consecutive two-year term in Congress after two years as the head of the most publicized congressional investigation committee in Capitol Hill history. Yet my political ruination was as swift and spectacular as my climb to success had been long and laborious. I was indicted within a week of the announcement of the election results.

On Nov. 30, 1949 I pleaded *nolo contendere* to the charge of payroll padding which the government had placed against me. Some

of my friends had urged me to base my entire defense on the point that the practice of which I was accused had been a common custom in Congress. I rejected the suggestion without hesitation. I was a sick man. I almost literally had no stomach for a spectacular trial. The doctors had removed two thirds of that organ in various operations.

So, early in the third day of the trial, I decided upon the plea which meant, in effect, throwing myself upon the mercy of the judge. The subsequent sentence of 6 to 18 months was no surprise, but the \$10,000 fine was a rude shock. One ex-congressman who preceded me to jail, Andrew May of Kentucky, received no fine for an offense involving a far greater amount than the paltry sum alleged in my case. And ex-Congressman Jim Curley of Massachusetts was fined only \$1,000 when he was jailed for mail fraud.

I suppose I should have been flattered at the manner in which I was escorted to prison. A high-ranking public enemy never got a heavier guard than I did as I was hustled from the courthouse to Union Station in Washington. Two armed deputy marshals and a police escort huddled around me, watching presumably for an attempted escape by the desperado. (It seems unfortunate that the same precautions were not extended more recently to prevent the escape of high Communist leaders who lightly skipped their bonds when about to be imprisoned for conspiracy to overthrow the government by force and violence.)

Reporters and cameramen were waiting at Danbury prison's front gate, but I was smuggled in through a rear entrance where produce and freight are delivered. I passed through two sets of iron gates, 20 feet high and spiked at the top, and I got my first glimpse of the place which was to be my home for the next nine months.

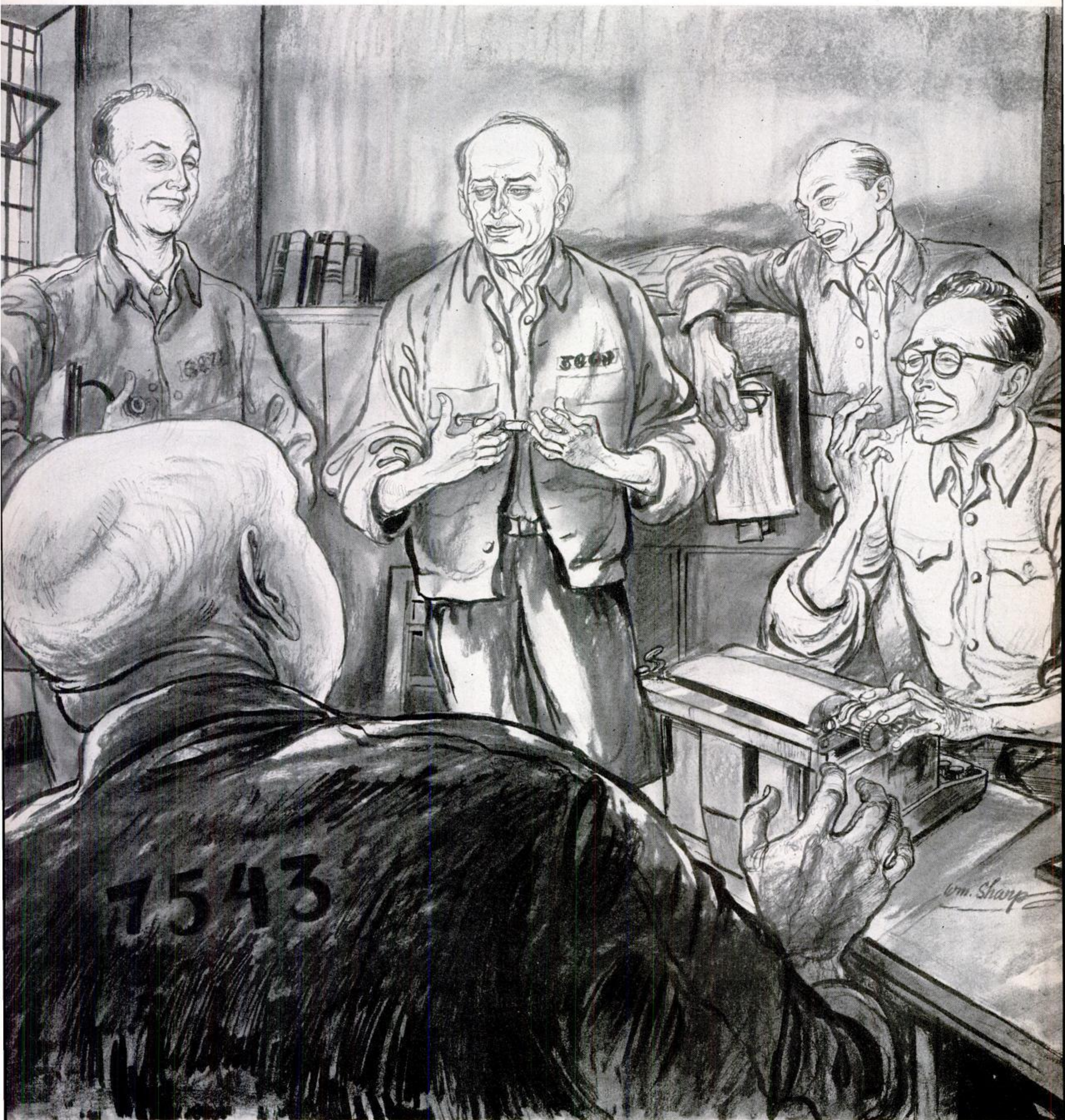
Brutality, indecency—and kindness

DANBURY is touted as one of the federal penal system's finest and most modern institutions. It seemed squalid and filthy to me and I shudder at the thought of what some of the older prisons must be like. Yet I think in future years I may regard my nine months in prison as Inmate No. 7543 as the most instructive period of my life. I learned some lessons and I lost 36 pounds. I grew accustomed to prison fare. I wore battered clothes and worked 12 hours a day, seven days a week, on a poultry farm. I saw the brutality and indecency inherent in the forced confinement of a large male group and I also saw kindness and good nature crop up in unexpected places.

At the very beginning I was stripped and showered and subjected to a delousing treatment. "Just routine," I was cheerily

CONTINUED ON NEXT PAGE


Former congressman reveals encounters in prison with men he helped convict and tells why he thinks lawmakers and judges 'should spend time behind bars'



INCONGRUOUS ENCOUNTER that shocked Thomas at Danbury prison was meeting three fellow prisoners who were convicted of contempt of Congress after facing House Un-American Activities Committee under Thomas' chairmanship:

Dr. Jacob Auslander (*with needle*), ex-Film Writers Lester Cole (*second from right*) and Ring Lardner Jr. (*right*). A fourth shown here, Carl A. Marzani (*left*), ex-government employe, was sentenced for fraud in concealing his Red connections.

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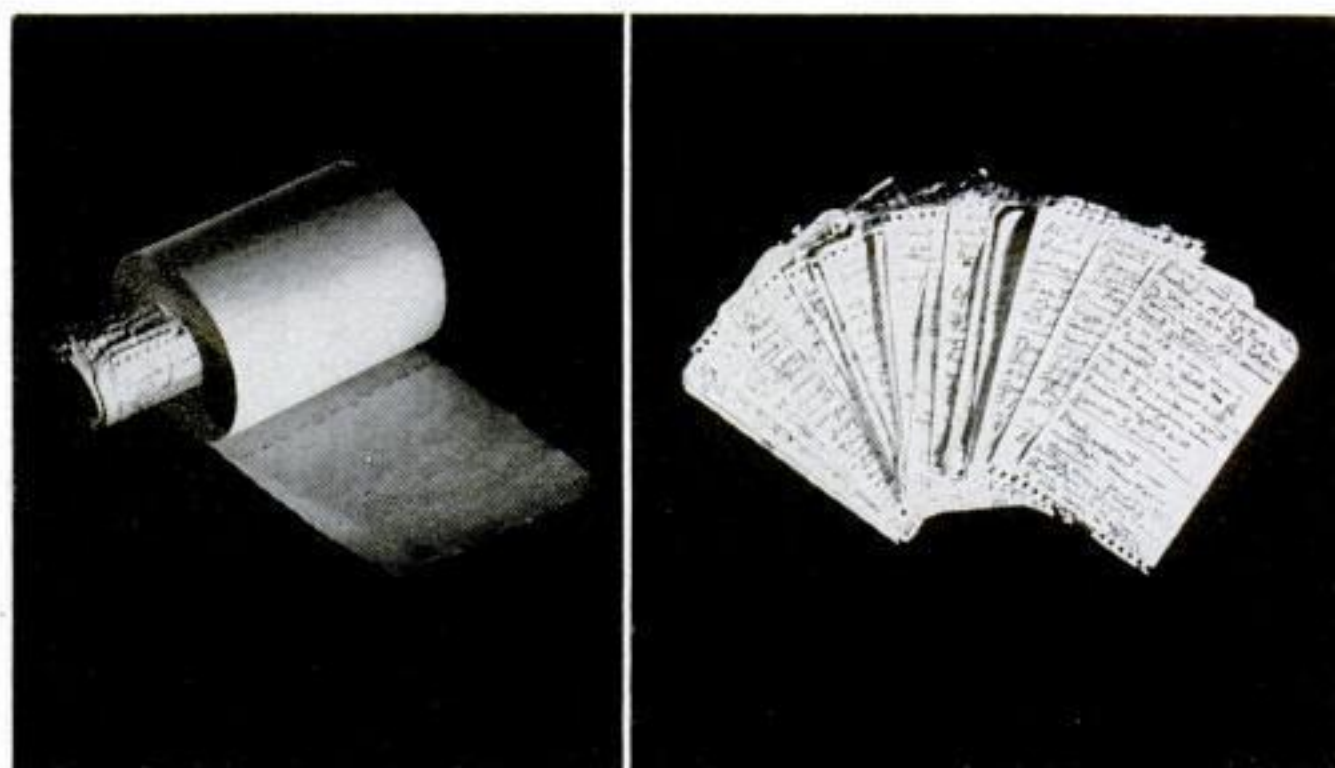
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SECRET NOTES on his life at Danbury prison were written by Thomas on the pages of a note pad (right). He concealed them in a toilet tissue roll.

J. PARNELL THOMAS CONTINUED

informed. Then I was handed some bedraggled old clothes, frayed at the sleeves, and a pair of shoes which, believe it or not, were not mates. I rated a hat and overcoat but the receiving room was bare of these articles. The remedy was simple. A too trusting inmate had left his hat and coat lying on the floor in the dining hall. They were picked up and thrown at me. I never found out who had owned them or how he made up his deficiency.

I seemed fated to be the subject of controversy in prison from the start. Because of my recent illness I remained in a hospital room during the first days of my stay. It was the room which had been occupied by Jim Curley during his sojourn.

The rumor quickly spread in "population," a term given to the main body of inmates, that I was enjoying special privileges, that I had a radio, television, private telephone and occasionally joined the warden at mealtime. There was absolutely no truth to this report but it led to my early exit from the hospital. I was soon hustled out, given a cell in a block with 50 other inmates. Each man had an iron cot, a small iron table and a chair.

I was assigned to work in the poultry house on the prison farm. I had upward of 5,000 chickens to look after. With the exception of one man, I worked longer hours than any other inmate in the prison. My shift was from 7:20 a.m. to 7:20 p.m., but on many nights I worked on the farm as late as 11 p.m.

I remember how I bumped into Lardner and Cole in the front office. I recalled vividly their committee appearances when they hedged and evaded as they refused to answer the question: "Are you or have you ever been a Communist?" Later I had been the chief government witness against them in their trial for contempt of Congress. I was startled. I endeavored to cover my dismay.

"My old pals," I murmured with a feeble grin.

Both smiled with a satisfaction that I could not deny was justified from their viewpoint. Under the eye of a prison guard they said nothing. But I sensed their glee. What happier moment could arrive for a prisoner than when he is joined in prison garb by the man responsible for his imprisonment?

I met Marzani in an unusual manner. There was in the prison a "forum" for discussion of problems of the day, in and out of prison. An inspired official suggested that I debate with Marzani and Douglas Chandler, serving a life sentence for treason as a broadcaster for Hitler. The subject, of course, was to be Communism. The idea seemed to be to pit a Communist, a Nazi and a notorious baiter of both breeds against each other. When I pondered the implications of such a verbal controversy before an audience of felons, I was appalled at the mind that could conceive it. It was certain to create bad feeling and possibly a riot. It could have no possible educational value for the listeners. I declined with thanks.

Later on I did have an informal debate with Marzani. One day, when I had been in prison for two months, I joined a group of some 20 inmates waiting in a cell block anteroom for the whistle which summoned us to the mess hall. A Puerto Rican dope peddler, a pal of Marzani, had evidently been coached to needle me. "Everybody in the government ought to be killed," he declared.

"If you include everyone who has been in the government," I remarked, "that would include both your friend Marzani and me."

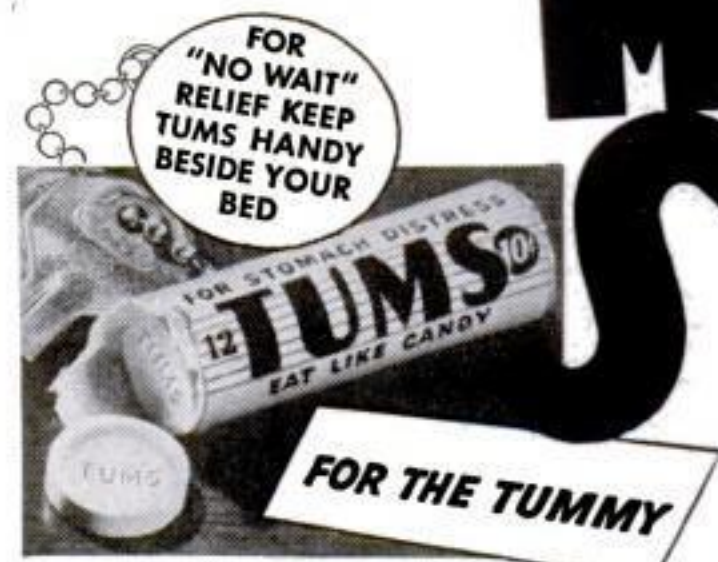
Marzani exploded. He went off on a passionate defense of Communism which might have opened the eyes of some liberals who talk about the "persecuted victims" of congressional investigations.

"Communists are rats," I told Marzani. "They are all conspirators bent on destroying the government."

CONTINUED ON PAGE 143

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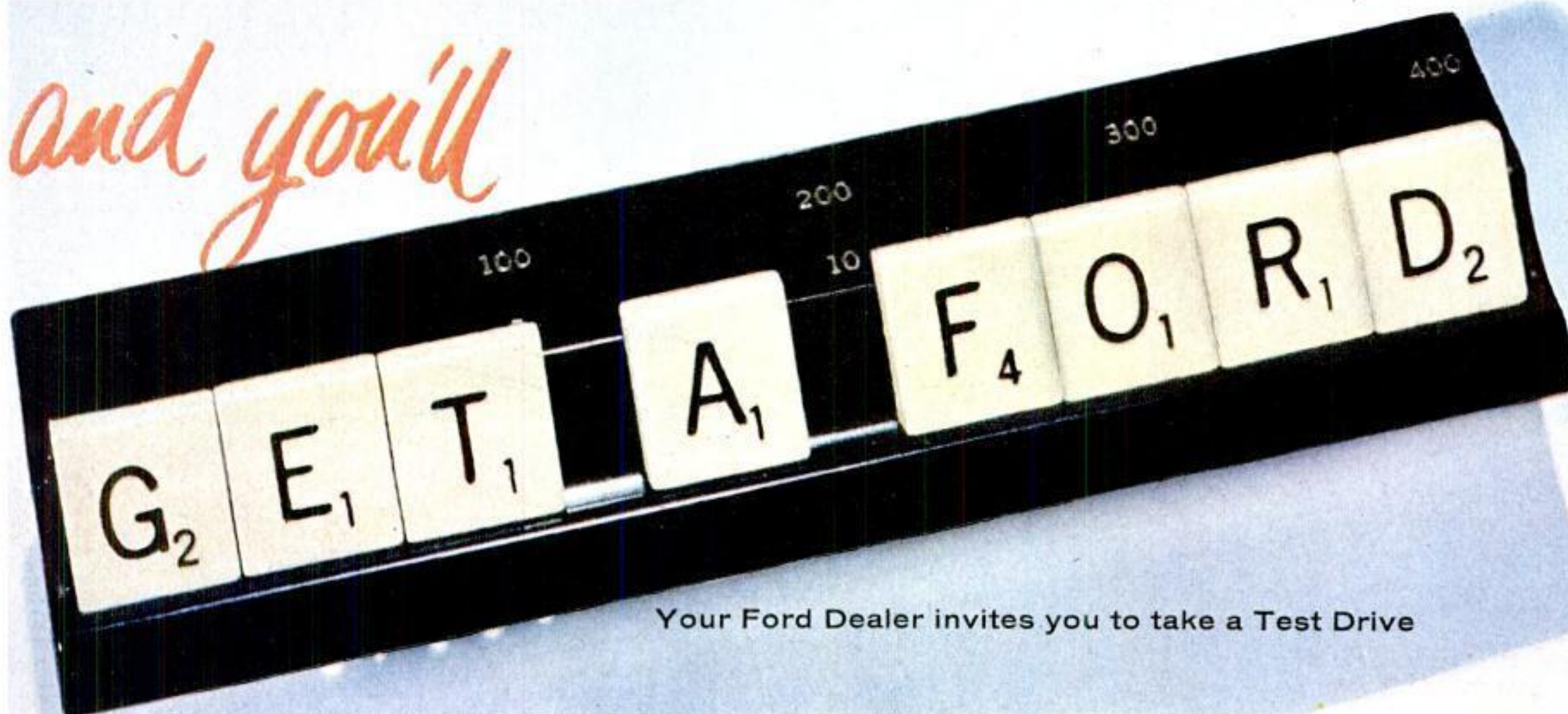
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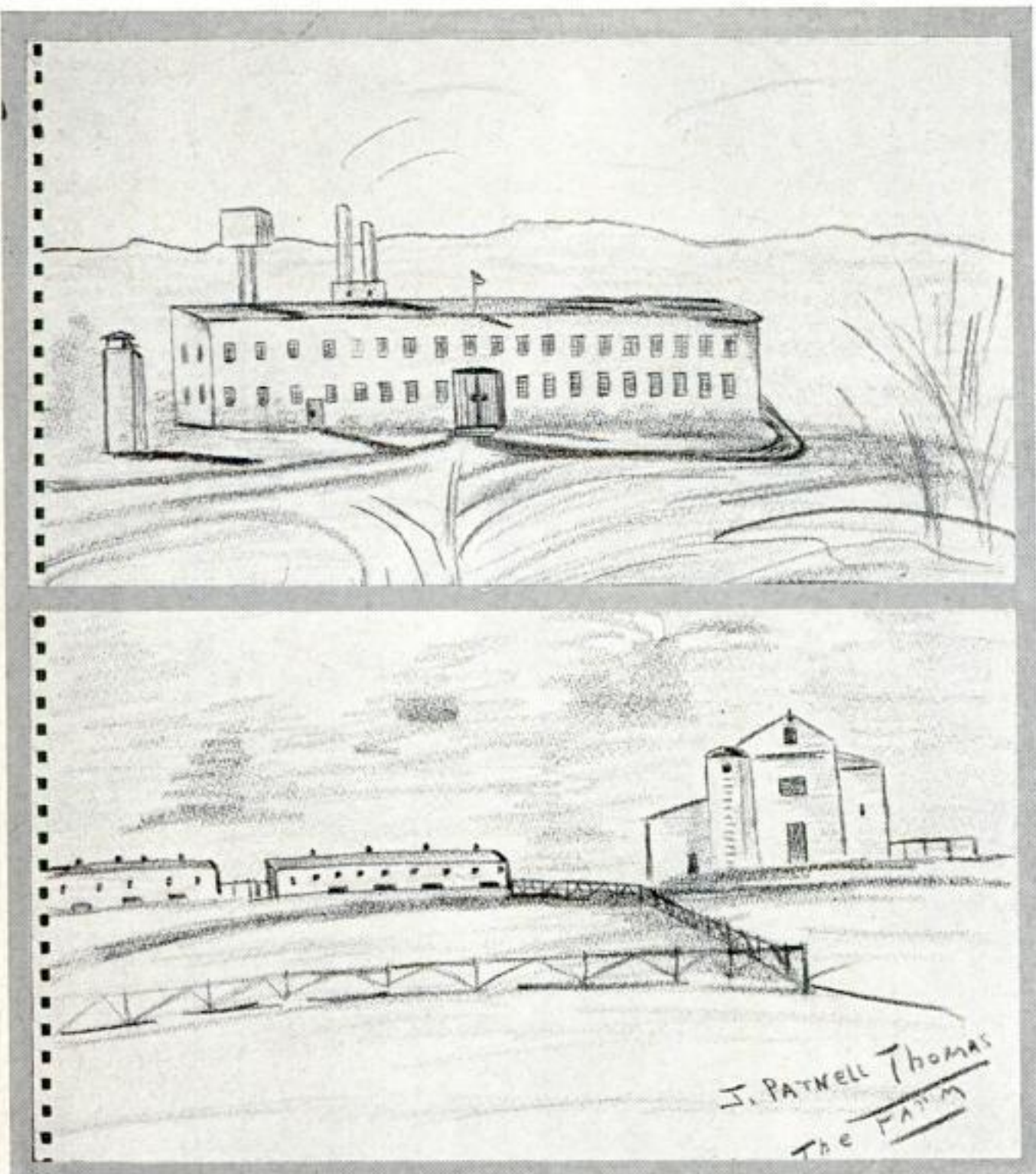
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SKETCHES BY THE AUTHOR of Danbury prison (top) and the prison farm were drawn recently from memory. Thomas worked in farm's poultry houses.

J. PARNELL THOMAS CONTINUED

"The government is no good!" he shouted and started to come at me with arms waving. Fortunately he was stopped.

The emotions aroused by this short and impromptu exchange before a limited audience made me feel I had been wise in refusing to be drawn into a public debate before hundreds.

Communism was a hot topic among the inmates. The majority were stoutly anti-Communist. Controversy between the hostile camps frequently threatened to break out into violence. Cole, Lardner, Marzani, Dr. Auslander and a couple of Belgian diamond smugglers formed a special clique in prison. They were the nucleus of the left-wing group. On one occasion some hot-headed member of the anti-Communist bloc set fire to Dr. Auslander's bed. I will never forget how he raced down the stairs, shouting for a guard in his heavy Austrian accent and yelling, "My bed is on fire at both ends!"

Henry and Murray Garsson, the brothers who received much publicity in a 1947 bribery-conspiracy case involving war graft, were other fellow inmates. Henry was popular but Murray was not. Murray was the prison librarian though his eyesight was so bad that he could barely read a book title. Inevitably he clashed with Chandler, whose violent anti-Semitism had never waned. They came to blows when Garsson called Chandler "a Nazi." Chandler jumped on Garsson, threw him to the floor and was throttling him when he was pulled off.

I noted in the library a predominance of leftist authors. Once I asked a prison official for a book to read. "I'd like to read *Seeds of Treason*," I said, "but I don't see it in the library."

"It isn't approved for circulation," I was told.

"It has been widely acclaimed as the best new work on the Alger Hiss case," I argued. "Why is it barred?"

"It's a bad book."

"How is it bad? Obscene, demoralizing, likely to stir up trouble in a prison?"

"It's unfavorable to Roosevelt," was the unblushing reply.

I finally secured approval for a copy of the book to be sent to me from home. After reading it I demanded that it be put in circulation. Permission was reluctantly given and the book proved very popular.

What I learned at Danbury, supposedly one of the best "correctional" institutions in the U.S., convinced me that even the best prisons we have are breeding places of crime. I found no attempt being made at Danbury to rehabilitate young, first-time offenders; instead they were allowed to receive instruction in crime from the old and hardened criminals with whom they were quartered. Supplies of medicine, clothing and food were continually

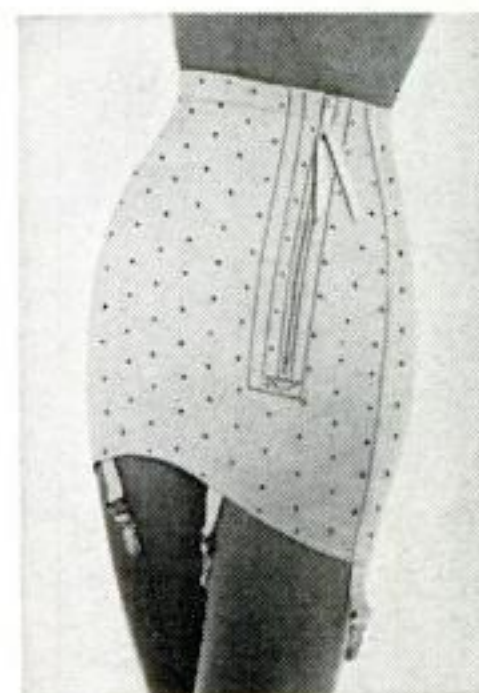
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- Rinses fresh in seconds... pats dry with a towel.
- Only \$4.95, in waist sizes from 24 to 36 (every inch).



16" Slimderella rubber girdle; cotton knit lining. Pink. \$4.95.

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Home-baked flavor.
Keep indefinitely on
the pantry shelf.
Economical! 2 to 3
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Serve a pie you can be proud of! Delicious chicken or lean, tender Kansas City beef—and lots of it, with vegetables and rich gravy. Even 3 can eat their fill!

First "no freezing" pies! Need no refrigeration whatever—easy to take on week-end jaunts or motor trips, too. At most grocers' now. Try them soon!



The can is a piepan—and inside it is a complete main-dish pie (chicken or beef) sealed in top-and-bottom crusts of flaky pastry. Just remove the lid and bake!

Dinner Time
POT PIES
PATENTS PENDING
CHICKEN OR BEEF

Trenton Foods, Inc., Kansas City, Mo.



NEAR CLASH between Thomas (rear) and Carl Marzani was broken up by the other inmates in cell block corridor. Marzani, sent to prison because he lied about Red affiliations, took offense at Thomas' denunciation of Communists.

J. PARNELL THOMAS CONTINUED

short. The harassment by guards bordered sometimes on the sadistic. Immorality and petty thievery were always present.

The rehabilitation program at Danbury was a farce. Part of it required new prisoners to take intelligence tests in order to guide officials in handing out work assignments. Inmates conducted the tests and the results were duly compiled, but no attention was ever paid to the findings. Prisoners came in so fast that the work was parceled out in the most haphazard fashion.

The education program had its ludicrous features. Chandler, convicted of spreading treasonable propaganda from a German radio station during World War II, was put in charge of teaching foreign languages. His rabid anti-Semitism caused the great majority to shun his classes.

There was a class in typewriting, but all the machines were broken-down antiques. A class in music soon folded. The instructor in art had no previous experience in art or instructing. The supreme example of foolishness was a class in psychology conducted by a guard. He had only six pupils, who soon deserted him.

A prison inmate soon learns that he is at the mercy of young members of the custodial force who seem disgruntled with life in general. I was surprised at the lack of discipline in the institution and astonished not only that guards heckled inmates but that inmates responded in similar fashion without penalty.

The behavior of some guards resembled that of rowdy school-boys. Passing back and forth from the prison proper to the poultry house, I had my own unnerving experiences with them. Once I was carrying a chicken when I was stopped and questioned by a guard. I explained that the hen was sick and I was going to slit its throat.

Putting his submachine gun to his shoulder, the guard pointed the weapon at me and shouted, "I'll kill it for you!"

"Don't point that gun at me," I yelled.

"If I pointed it at you, I would kill you," was the guard's witty rejoinder. We argued for a while and he curtly told me to go on my way, remarking that I couldn't take a joke. I reported this incident to the lieutenant on duty, who merely sighed and said, "You can't teach some guards to sweep out the corners."

One morning a guard reprimanded me for not making my bed to his complete satisfaction. The resultant delay caused me to be late in reaching the farm and I reported the reason for my tardiness to a farm guard. When I returned to my cell at noon, the first guard met me and belligerently declared that I was a "poor sport" for explaining why I was late.

"That big head of yours will have to come off before you get out of here," he warned. "You'll get solitary confinement if you don't look out."

I told him to get out of my cell. Guards had no right to threaten prisoners, I informed him. The prison captain later listened to versions of the incident from the guard and from me. I heard his resigned statement: "It's hard to get good guards these days."

One young guard, who seemed to loathe all the inmates, was responsible for sending many to solitary confinement by goading

CONTINUED ON PAGE 146

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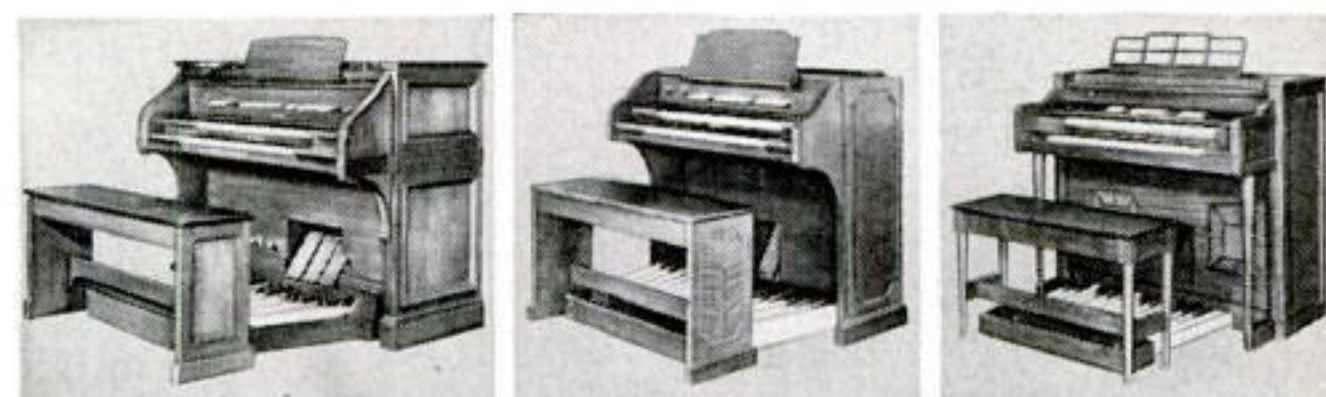
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- 2** Almost unbelievable number of musical tones and sounds... organ, orchestra, dance band... at the flick of a finger.
- 3** No long learning...greater ease in playing. You can play for hours ...relax while you play.
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- 5** All four basic families of organ tone for true "organ" flexibility.
- 6** Amazing versatility! Play "mellow" as an organ, then switch to "bright" for brilliant, accented dance music.
- 7** You can produce the "voice" of wide variety of orchestra instruments...saxophone, horn, flute; oboe, strings.
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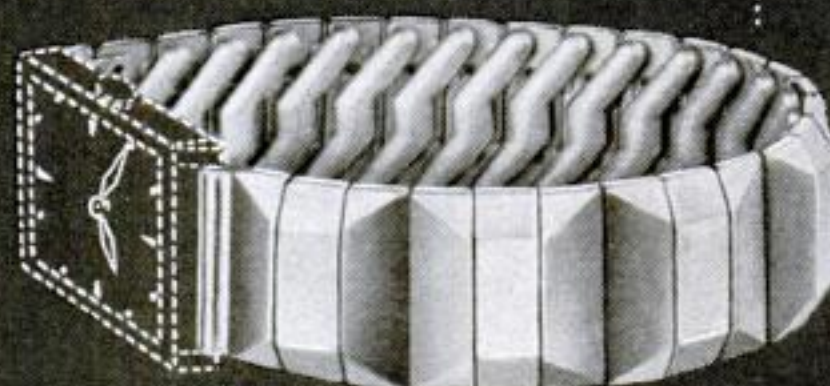
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PRISON FIGHT took place between anti-Semitic Douglas Chandler, convicted of treason, and Murray Garsson (on floor), convicted of war contract frauds.

J. PARNELL THOMAS CONTINUED

them into defiance. I could easily imagine the violence this young man aroused in the inmates. I heard him tell one inmate who was shortly to be released, "I'll see you back here again in no time at all." One day a fire extinguisher was dropped from the third deck of the cell house and missed him by inches.

Another time I overheard two guards outside my window crowing over the fact that an inmate had drawn a 24-hour delay in his release. It seemed to make them happy.

Petty bribery was essential to obtain almost any replacement of clothing. A cigar or a package of cigarets would get results. There was, of course, no money in prison. Drugs, clothing, cigars, cigarets and candy were the medium of exchange. It was mandatory to palm a package of cigarets to the prison barber if you did not want an atrocious haircut or a dangerous shave.

Each inmate was permitted to purchase \$10 worth of smokes, candy, fruit, soap, shaving cream and the like at the commissary each month. Many inmates whose families could not give them the necessary \$10 resorted to petty thievery to get these essentials. I contend that many men who were not thieves when they entered Danbury learned the trade there. This could have been eliminated at small cost if men who were able to prove their poverty had been allotted \$5 credit at the commissary.

There was no such thing as efficiency in the prison. I made a study of a maple syrup project. After figuring the cost of truck wear, gasoline, cans and other equipment and processing, but not labor, I calculated that a gallon of maple syrup cost the institution \$50. Farm equipment, most of it war surplus, was old and broken down. During some of the coldest nights power failed in the poultry brooder house and baby chicks died. Many pigs and calves died needlessly. Chickens, eggs, mash, sugar, potatoes, farm produce and greenhouse plants had a way of disappearing. Once 16 pigs disappeared.

Good food—on V.I.P. days

THE food at Danbury was unusually good on those rare days when V.I.P.s were visiting. The best meal I ever ate during my nine months' stay was served when a high official from the Bureau of Prisons in Washington visited us. But after a V.I.P. visit the size of the servings would shrink far below normal. There was a very good reason for this: the daily food allowance was only 30¢ a day for each prisoner. Is it any wonder that food riots were constantly threatened or that some officers brought their own packaged meals rather than eat prison fare?

With the exception of pork products we had practically no meat, though we were supposed to get six-tenths of a pound of meat per man each day. Four out of five prisoners working on the farm suffered from malnutrition. There were numerous instances in which inmates lost more than 40 pounds in a few months. These losses were attributed to "worry" by the medical staff.

A typical dinner would be Spanish rice, bread pudding, whole wheat bread and a cup of coffee. One inmate, after eating a meal like this, asked me, "How long were you in Congress?"

I had served 13 years, I said.

CONTINUED ON PAGE 148

ROAD TESTS SHOW:

GULF'S COMPLETELY NEW AND DIFFERENT GASOLINE...

ACTUALLY MAKES CARS PERFORM BETTER THAN NEW...

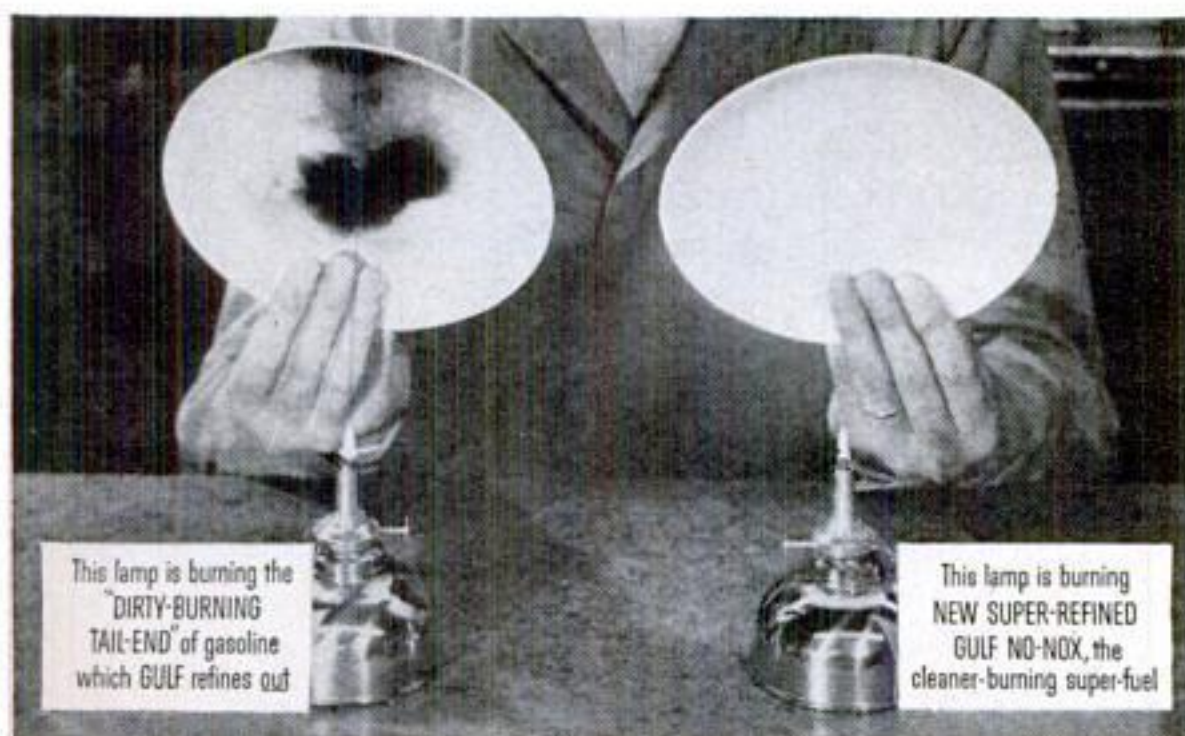
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NEW SUPER-REFINED **GULF NO-NOX**

HIGHER-THAN-NEW HORSEPOWER! BETTER-THAN-NEW ON GASOLINE MILEAGE! AND NOT A SINGLE TRACE OF CARBON KNOCK OR PRE-IGNITION AT ANY TIME—EVEN ON THE STEEPEST MOUNTAIN GRADES!

Now—Gulf refines out the “dirty-burning tail-end” of gasoline—the No. 1 troublemaker in modern high-compression engines.

Result: a cleaner-burning fuel that gives you thousands of extra miles of full engine power... free from knock or pre-ignition.



Instead of trying to fight deposits with so-called “miracle-additives”—*inside your engine*—Gulf believes in preventing them from forming in the first place. That's why Gulf refines out the carbon-forming, “dirty-burning tail-end”—more than a cupful in every gallon. The plates the Gulf scientist is holding (above) show what a difference Gulf super refining makes.

Starting with your first tankful... you'll get these *immediate* and *lasting* benefits:

More complete engine protection than from so-called “miracle-additive” gasolines. Why? Because Gulf refines out the “dirty-burning tail-end” of gasoline (the No. 1 troublemaker in high-compression engines)—and then treats new NO-NOX to give it a *complete range of protective properties*. It protects every part it touches against harmful deposits—carbon, rust, gum.

Extra gas mileage. Why? Because new NO-NOX is *specially blended* for the kind of driving the average motorist does the most: short-trip, stop-and-go driving.

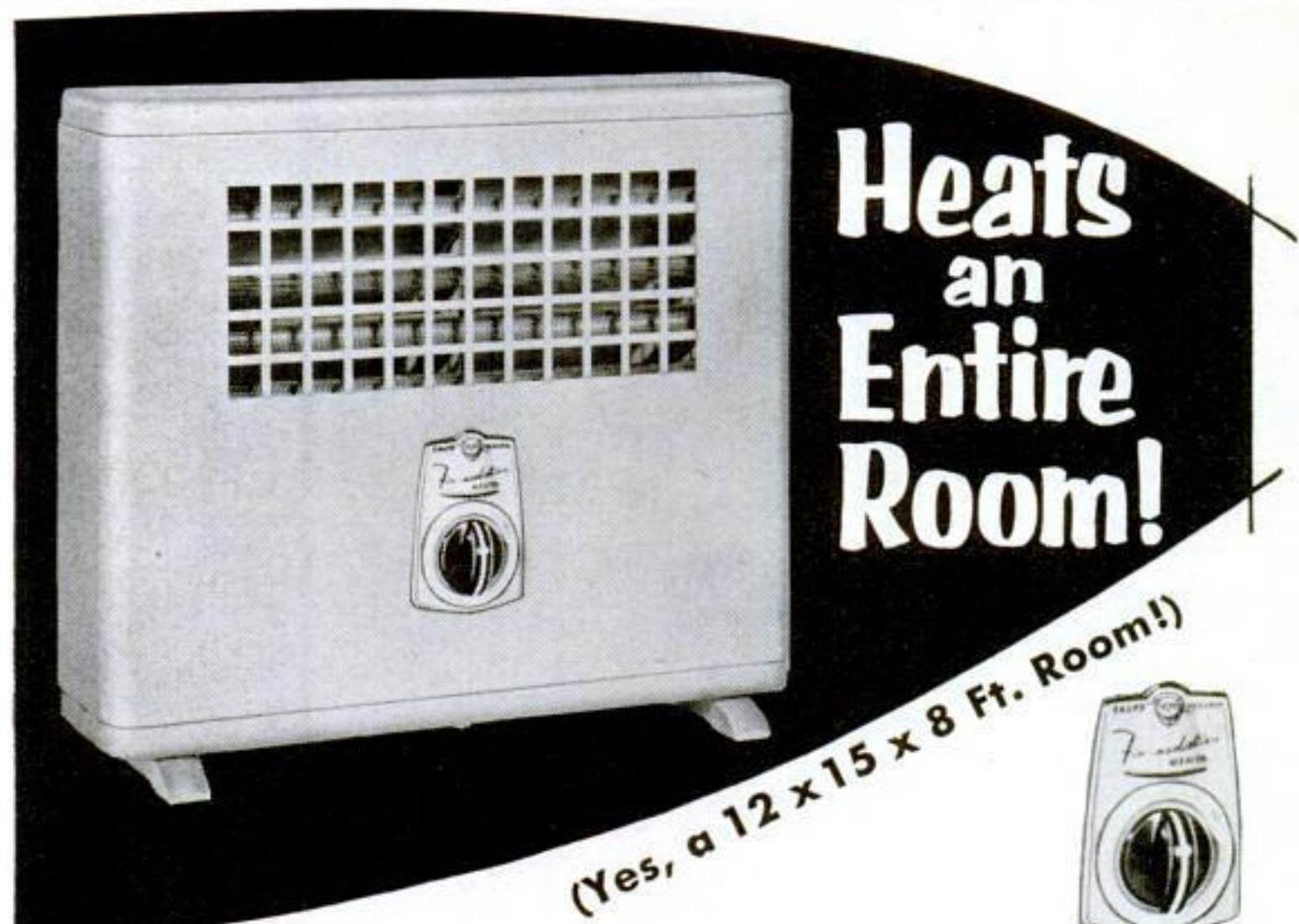
No knock, no pre-ignition. Why? Because the anti-knock power of new NO-NOX has been stepped up to an all-time high.

Stall-proof smoothness—no more worries about carburetor icing in chilly weather, or vapor lock on warm days. Instant *starts*, too—and fast, fuel-saving warm-up.

That's why new Super-Refined Gulf NO-NOX gives you more power-with-protection than you've ever known.



KNAPP MONARCH ELECTRIC FIN ROOM HEATER



- **140 FEET OF HEATING RADIATOR SURFACE** is packed into this efficient unit . . . giving 35 times more heating surface than standard rod-type heating elements.
- **AUTOMATICALLY CONTROLS ROOM TEMPERATURE** from 40 degrees to 90 degrees F. Just set it and forget it! It is not, as with inferior types, affected by the heat of the heater itself!
- **PLUG IN AND USE!** Plug into any adequate 110 volt circuit. Completely portable . . . only 22" wide, 19" high, 5½" deep . . . weighs less than 22 pounds. Decorator styled in attractive "covert sand" baked enamel finish.

EXCLUSIVE NEW SENSITIVE THERMOSTAT HOLDS ROOM TEMPERATURE ACCURATELY.

- **UNDERWRITERS' APPROVED**
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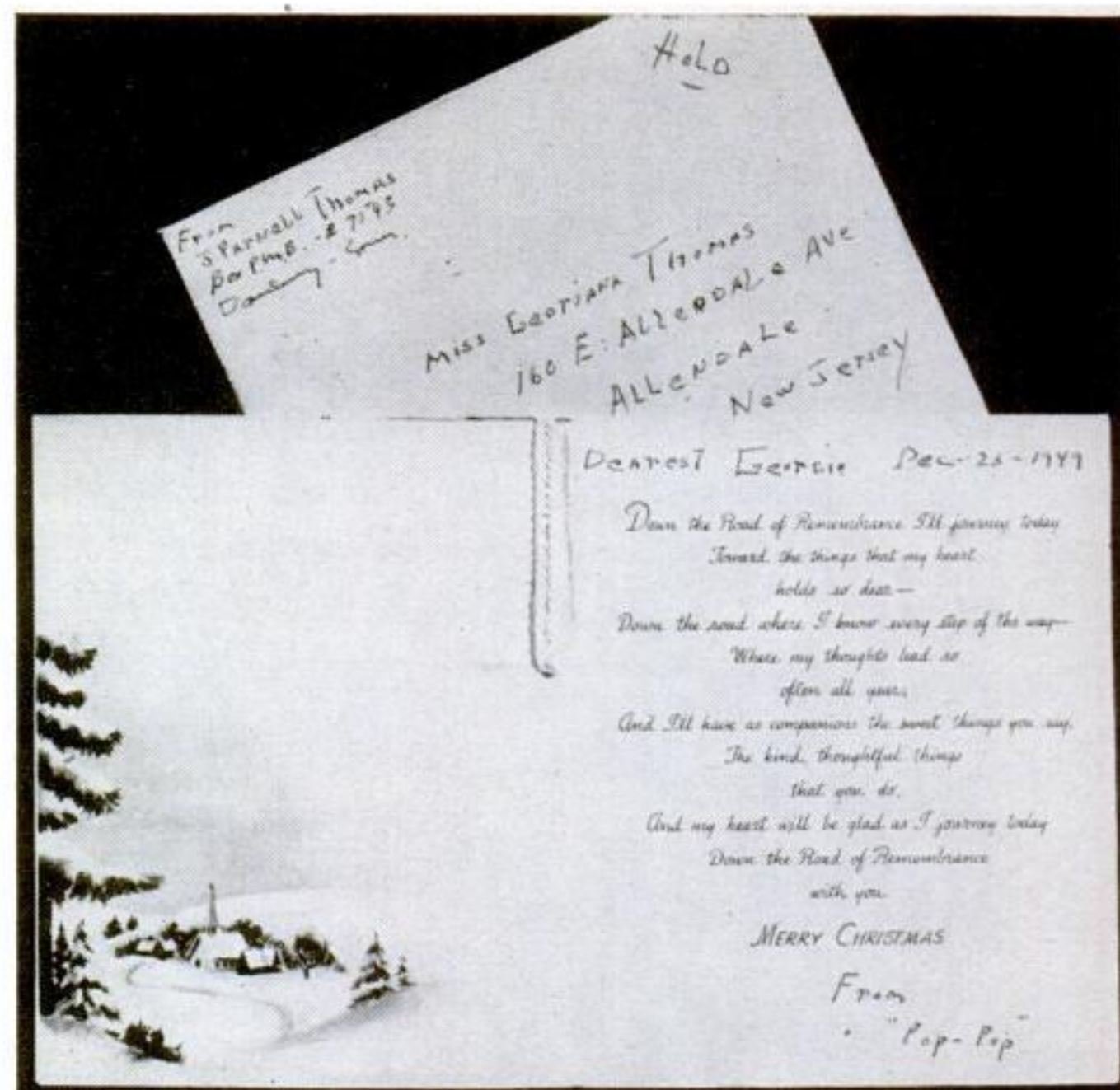
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NOT APPROVED for mailing from prison was this Christmas card Thomas addressed to a granddaughter whose name was not on accepted mailing list.

J. PARNELL THOMAS CONTINUED

"You should have done better than this for us," he remarked.

One of the most deplorable conditions at Danbury was the medical facilities. Inmates were treated in a domineering and supercilious manner and were regarded as hypochondriacs or deadbeats. There was, of course, considerable malingering but I also saw many pitiful cases of genuine medical need.

I saw one man, suffering from abdominal disorders, practically wither away before his family was able to interest a senator or a congressman in his plight. He was an emaciated wreck when finally released. Another inmate, a farm hand suspected of having a broken back, had to wait in agony for three hours before a physician could be summoned from the city of Danbury. This was during one of the many times when there wasn't adequate medical coverage.

Mental patients were placed in solitary confinement without treatment. They had neither clothing nor bedding, only a mattress to lie on. Reading matter and cigarets were forbidden. There was no latrine. The prison physician, when present, would look at the patients once a day through a six-inch glass window.

The prison doctor sometimes seemed to be very concerned about the condition of his hospital. He once told me that he would welcome a congressional investigation if it would remedy the shortages in medical equipment and supplies. The X-ray machines did not work. Common medicines were unavailable for months at a time.

You could buy medicines, unofficially of course, on a standard barter scale: one cigar for 10 aspirin tablets, for example. Narcotics could easily be obtained from the drug department for barter.

The visiting system at Danbury also permitted drug smuggling. Visitors were permitted to sit in chairs next to the inmates with no dividing table or barrier to bar the exchange of small packages. A bored guard made no attempt to prevent such practices. A number of inmates, sentenced for dope peddling, boasted of their methods and of the rich profits to be made. Young prisoners listened avidly. I am convinced that many youthful dope peddlers learn their trade in prison.

The petty harassment prisoners are subjected to can be illustrated by an experience of my own.

In December I sent a Christmas card to my 2-year-old granddaughter. It was returned with a notation, "Privilege denied." I inquired and was informed that the little girl was not on the approved mailing list. Permission to substitute her name temporarily was denied because mailing list changes would add to the labor of an already overburdened staff.

A sore problem at Danbury involved the military prisoners. Their crimes, committed during wartime and judged in military tribunals, got them much more severe prison sentences than those meted out in civil courts for similar offenses. I came to know many of these boys. Most of them had just one desire: to get back into the armed forces. They were a tough lot who could be tough

CONTINUED ON PAGE 150



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...low, low price!! It's the All New,
Full View Muntz 27 inch, just 199.95
(21 inch, 139.95)*...and never, never
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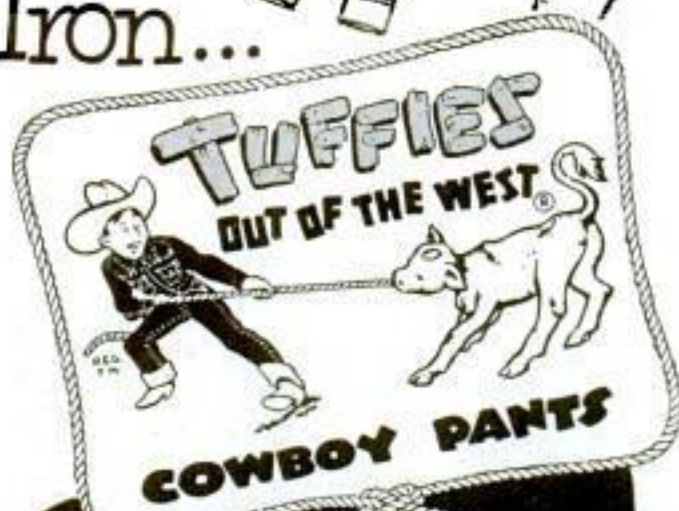
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Less Homework for Mother

No Need
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World's Finest
Boys
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Mothers love TUFFIES OUT OF THE WEST because they never need ironing . . . just wash and smooth out to dry. Boys love 'em that way too, because cowboys never wear pressed pants.

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ZIPPERS guaranteed for life of garment

8 oz.
BLUE DENIM
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except sizes 16 to 22
EVERYWHERE
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11 oz.
BLUE DENIM
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WEIGHT MADE
EVERYWHERE
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J. PARNELL THOMAS CONTINUED

fighters. Why could they not have been released to fight in Korea? On the basis of my experience as an infantry officer in World War I, I could not imagine better fighters to lead.

As the months passed I began to wonder how much of my sentence of 6 to 18 months I would have to serve. Former Congressman Jim Curley, a Democrat, had had his sentence of similar length commuted by the President in five months. I realized it might be a futile gesture, but I decided to petition the President for the same commutation. The petition recited my previous good record, the hardships placed upon my wife and family by my imprisonment, my war record, my failing health, my excellent prison record. I never even received an acknowledgment.

On June 9, 1950, having served one third of my term, I became eligible for parole. No one could have been more naive than I in my confidence of early parole. I had fulfilled all the conditions. No one could possibly charge that my release would be a menace to society. Prompt paroles were being issued all the time to hardened offenders.

On June 13 and 14 about 95 of us appeared before Dr. George G. Killinger, then chairman of the Federal Board of Parole, who enjoys a high reputation in penal affairs. He was pleasant and disarming. He asked me about my health and my work in the poultry house but seemed worried about the "publicity" that would attend my release. I told him that if I were to be paroled I would undoubtedly be met at the gate by the press but that I couldn't help that.

Prison officials told me I could be sure of a favorable verdict. I was an "excellent parole risk," they said, meaning that I was not likely to turn to a life of crime. Two weeks later the first parole notices were published. Richard H. Crowe, who had stolen nearly a million dollars from a Federal reserve member bank, was among those who received good news. Counterfeiters, smugglers, income-tax violators, black-market operators, dope peddlers, bad-check passers and hijackers were also released upon society. But not the ex-chairman of the House Committee on Un-American Activities.

The weeks passed. My wife made repeated visits to Washington to see my attorney, Speaker of the House Sam Rayburn, Minority Leader Joe Martin, members of the Parole Board and George Morris Fay, U.S. Attorney for the District of Columbia. She heard soothing words but not much else.

Betting on parole

A RUMOR spread through the prison "underground" that I would be released July 4. It proved false. As time passed, only three of the 95 inmates who had gone before Dr. Killinger on June 13 and 14 remained in prison. There was heavy betting in the prison on whether I would make it. One guard advised me to "turn Democrat." Certain inmates told me the price of a parole ranged between \$500 and \$2,000. I said I would rather remain in prison than subject myself to such a repugnant deal.

The ax finally fell. I was summoned one afternoon to the warden's office. He said he had "a disagreeable task to perform." He handed me a teletype message from Washington advising me that the Federal Parole Board had denied my application for parole. I am afraid I said some harsh words to the prison authorities that day.

Eventually, new parole papers were made up for me. Another physical examination, including a blood count, was to be taken. I rebelled when I learned that Dr. Auslander was to perform the blood test. Perhaps a persecution complex was building up in me, but I determined to take no chances. At my insistence Dr. Auslander was relieved of the responsibility for making a report on the blood composition of a witch-hunter.

Young Lardner was still chief typist in the parole office. I therefore asked that my progress report be typed in some other office. I was afraid he might be able to slip some changes into it but most of all I feared he might tip off the press and stir up action against me. The warden seemed to consider my suspicions foolish but he took the report out of Lardner's hands.

(I should admit here that maybe my suspicions were foolish. During the period when the question of my parole was a main prison topic, Cole sidled up to me on the farm one day and muttered, "I hope you get your parole, Thomas, because if you don't get one we certainly never will.")

I was candling eggs in the hen house on Sept. 8, 1950 when an officer brought me a summons to appear in the associate warden's office. I came in to hear the news I had almost despaired of hearing. Orders from Washington were to release me forthwith. Soon afterwards I was distributing cigars, cigarettes, pipes, razor blades



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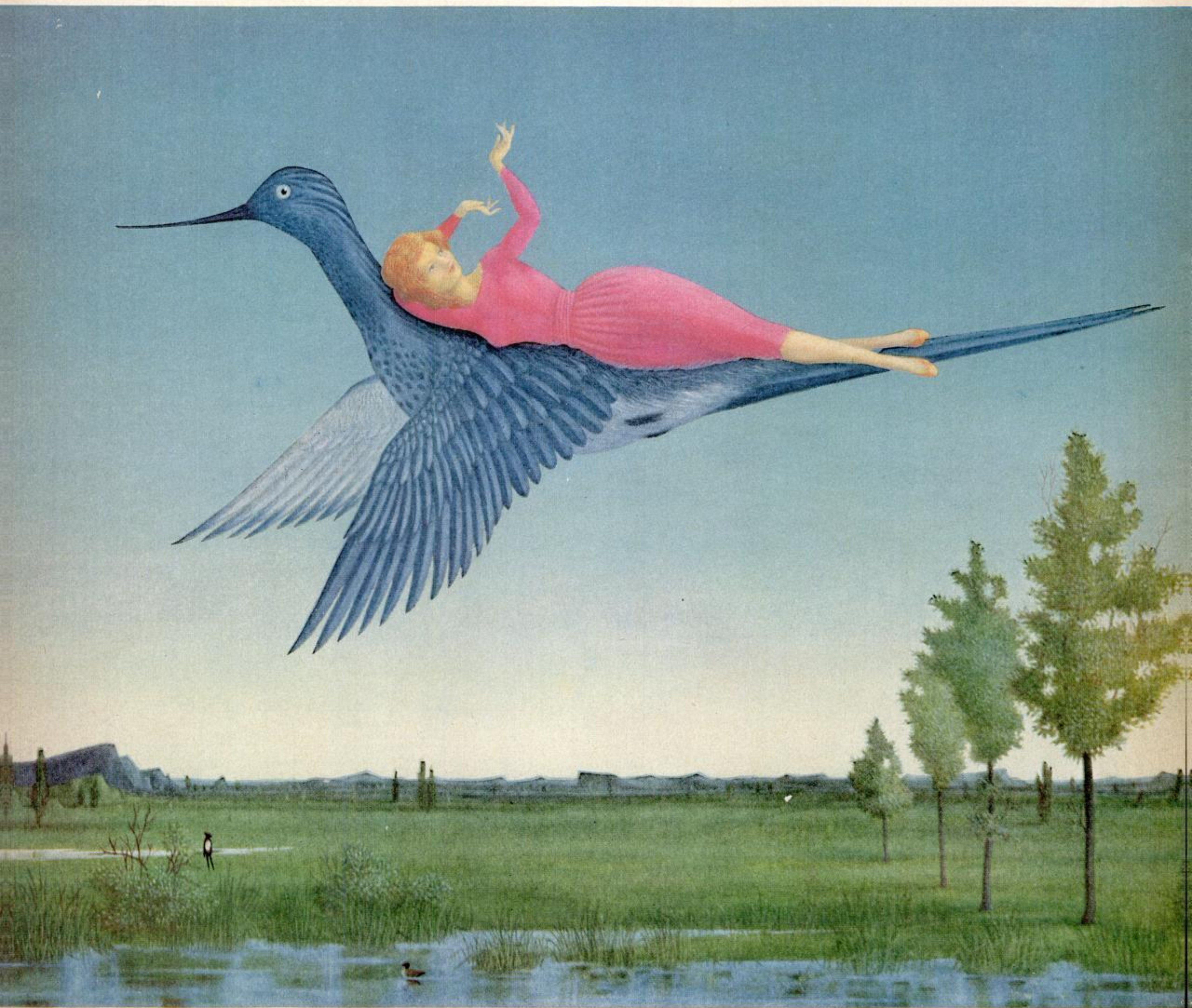


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in love's fair land

There is a plane of happiness, a shining land where love is ever young
and new and magical. To it the fortunate may return, always, though the years
be long and sometimes weary. For it's held in the changeless depths of the
engagement diamond each lover is traditionally privileged to give his loved one.
So, for each couple, the vision of this halcyon landscape lights tender memories.



On Wings of Love... painted for the De Beers Collection by John Wilde

In July, 1954, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

¼ carat (25 points) \$85 to \$185	1 carat (100 points) \$650 to \$1200
½ carat (50 points) \$225 to \$450	2 carats (200 points) \$1365 to \$3315

Your engagement diamond need not be costly or of many carats,
but it should be chosen with care. Remember, color, cutting, and clarity,
as well as carat weight, contribute to its beauty and value.

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The powerful Sunbeam motor is a marvel of the engineering world. It has the patented-governor that delivers Full Power on all speeds at all times, whether set Slow or Fast. That is why the Sunbeam maintains the same constant EVEN speeds for which it is set, even when batter thins-out or is made heavier with additional ingredients.

ONLY THE FAMOUS SUNBEAM MIXMASTER has all the marvelous features that give you higher, lighter cakes—creamier, fluffier mashed potatoes—velvet-smooth icings and sauces—better, easier food-preparing. Mixmaster's larger Bowl-fit beaters • Automatic Bowl-Speed Control • powerful EVEN-speed motor • Automatic Beater Ejector • Automatic Juicer and the famous Mix-Finder Dial are the advantages *you want and deserve* in the food mixer you choose. So be sure the mixer you get (or the one you receive as a gift) is the Sunbeam—the original and the **ONLY** Mixmaster. There's only ONE by that name. More than 10-million enthusiastic users are its best advertisements. On sale wherever good electric appliances are sold.

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Just as the famous standard Sunbeam Mixmaster is completely outstanding among regular-size food mixers, the new Sunbeam Mixmaster Junior is completely outstanding in the junior mixer field. Gives you more advantages than any other junior mixer with features that save time and arm-work. So be sure *your* junior food mixer is a Sunbeam Mixmaster Junior, and you'll be sure to get ALL the time and labor saving of a junior food mixer.



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- EASY BEATER EJECTOR
- CONVENIENT HEEL REST
- HANGS ON WALL

J. PARNELL THOMAS CONTINUED

and articles of clothing to my inmate friends. On the chow line I saw nothing but smiles on the faces around me and I choked with emotion at the goodwill they showed.

On Sunday morning, Sept. 10, exactly nine months and one day after I had entered the prison, I put on the civilian clothes which had been stored away the previous December. My thin neck emerged scrawnily from a size 17 collar. My suit hung on me in folds. Mrs. Thomas and my son Stiles were waiting in a car and we drove through the prison gates to the highway.

I had had a long time to mull over penitentiary life. My nine months had convinced me that our penal and parole system is complex, antiquated and useless in curbing crime in America. The parole system is archaic and invites graft. Personalities and influence play too great a part in it. I may never again have the right to introduce, debate or vote for laws governing the people but I would urge Congress to make a thorough investigation of the prisons of the U.S.

A federal criminal education board should be created to study the prison problem. There should be a national legal aid society to advise and aid prison inmates. I knew prisoners at Danbury who would have been released if they had been able to secure legal assistance.

Prison wardens should be given authority to reduce sentences for good conduct if they believe the prospects of rehabilitation are good. The wardens are in a better position to study an inmate's progress than a board sitting in Washington.

The Bureau of Prisons should be divorced from the Justice Department because the prosecuting branch of the government should not have the power to decide the futures of sentenced men and because under its present administrative setup the bureau has failed miserably in rehabilitating released prisoners.

Segregation should be ended in federal prisons in fact as it is outlawed in principle. At Danbury, Negroes, with few exceptions, were segregated in both the dormitories and mess hall. Jews were also segregated, assigned to one cell block which was given the mocking title of "Israel House." This practice of segregation is shocking in a country that takes pride in its respect for civil rights.

The prison staff personnel system should be cleaned up. Federal penitentiaries are full of political appointees, misfits who will never understand the meaning of rehabilitation.

And I would include in my recommendations these additional suggestions: The meager food and clothing allowances of prisoners should be increased. The chaplain's office, always a force for good morale and order, should be allowed to expand its functions. Finally, judges should be encouraged to look behind prison walls. Too few of them ever see the institutions to which they sentence men and women.

But my most important recommendation is that Congress itself review the entire problem. I repeat: there would be the most sweeping prison reforms in history if every senator and representative could have my experience.

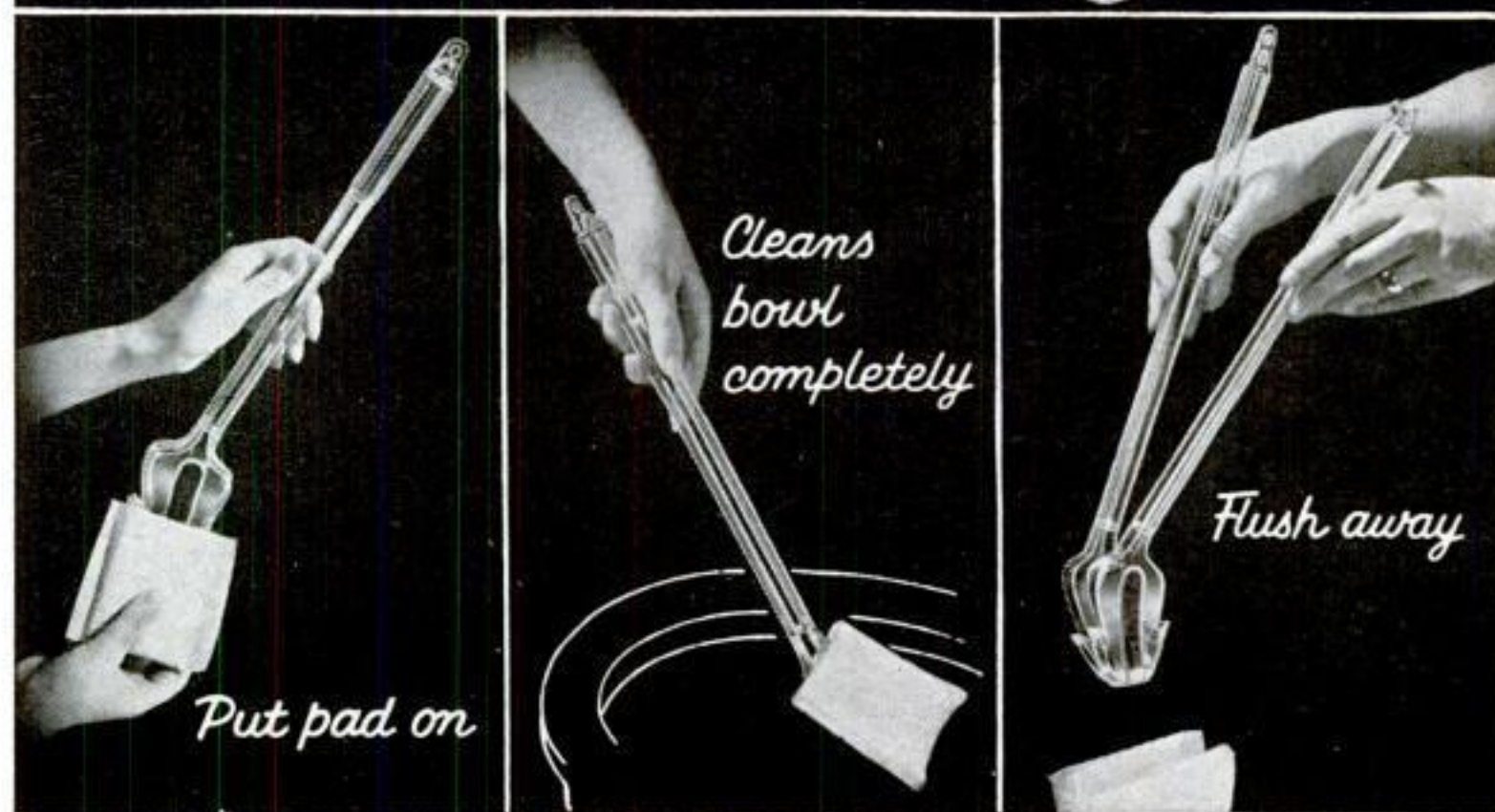


BACK HOME, Thomas is greeted by his granddaughter Georgiana, now 6, who stops in on way from school. Having been defeated in the New Jersey congressional primaries last April, he now devotes his time to writing and painting.

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A SURPRISE PARTY was given by the Gulicks —“Mom” and “Pop,” as the boarders call them—for Nancy Bressler on her 18th birthday. She was too overcome to talk but did blow out cake candles.



Life Visits a Boarding House

EVENING FUN on the front steps brings boarders out to talk and play jokes—Tom Wallace has just been pinched. Elaborate ironwork fencing was installed by the millionaire who built the house.



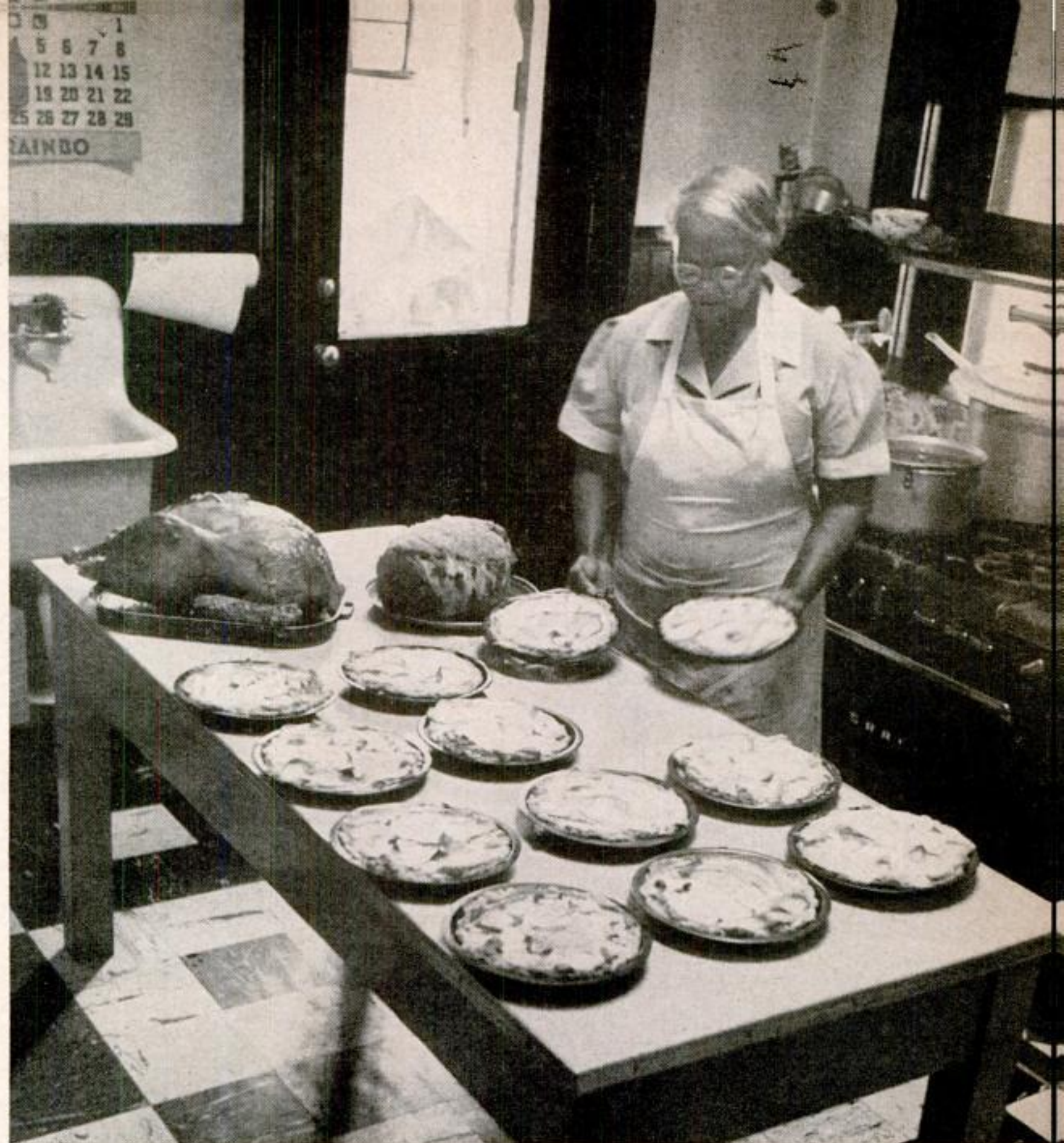
BUSY PHONE on third floor belongs to Welder Tom Wallace, here getting a chance to use it himself. He finally had to charge his friends 10¢ a call or go broke paying the big phone bills all by himself.





TRANSIENTS ENJOY A HAPPY HOME

The old-fashioned boarding house appears most frequently in American folklore as an aged, outsized structure in a fallen neighborhood, furnished with worn rugs and lumpy beds, inhabited by lonely wanderers with unfinished griefs. Charmwood, a "guest home" in Denver, Colo., is more than 60 years old, has 24 large rooms and is in a once fashionable neighborhood slowly being invaded by the business district. But it is a cheerful, bustling household with the antique remnants of past grandeur surrounding, not dulling, its youthful tenants. Mr. and Mrs. Roy Gulick, who run Charmwood, keep an amiable eye on their 43 transients (2 months to 2 years), provide them with meals, maid service and even matrimony (10 marriages between boarders in 1953) for an average of \$17.50 a week.



LEMON PIES for dinner, freshly made by Cora Briggs, who is known as "Cookie," cool on kitchen table, along with ham and the next day's turkey.



MAIL TABLE is neatly arranged by Mrs. Gulick in front hall before supper. Tidy rows are inevitably disarranged by first boarders to come home.

WEDDING PLANS are discussed by two boarders, Joyce Whetzal and Bob Ballard, who first met at Charmwood, are thinking of ceremony at the house.

CONTINUED ON NEXT PAGE 155

Here's how you can get TOP-NOTCH PERFORMANCE from your electric shaver!

Try this new before-shave beard conditioner especially designed for use with electric shavers. *Before you shave*, apply cool, refreshing Letric Shave to your face—then plug in your razor, shave.

Note how Letric Shave improves your razor's performance! See how it speeds up shaving! Cuts drag and discomfort!

Tests by thousands of men have proved that using Letric Shave regularly gives closer, faster, more comfortable shaves with every type of electric shaver! Here's how Letric Shave works:

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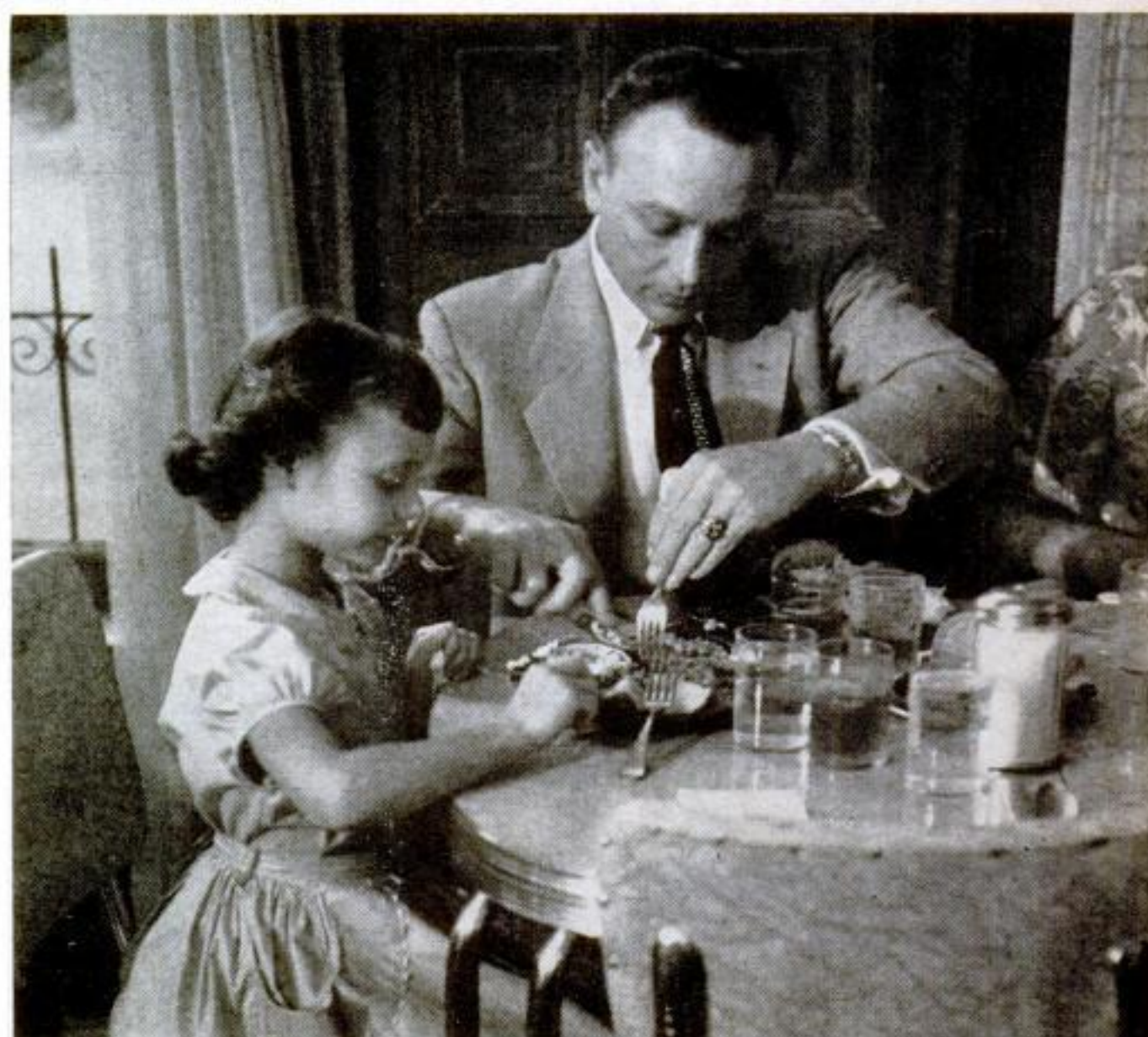
Boarding House CONTINUED



RULES AND CUSTOMS of the house are clear. A lady receiving date must keep her door open. Here Bunny Culin helps Dave Bressler write a letter.



PILING OF CLOTHES in middle of bed is penalty for messiness. Besides, Rosie the maid says, "If I put 'em away, they holler where did I put them."



REUNION VISIT has grown into a tradition. Here ex-boarder Dave Kaiser comes back as guest for dinner bringing, as usual, his daughter Linda with him.

CONTINUED ON PAGE 158

A new fashion-making discovery

brings new charm to your beauty zone★



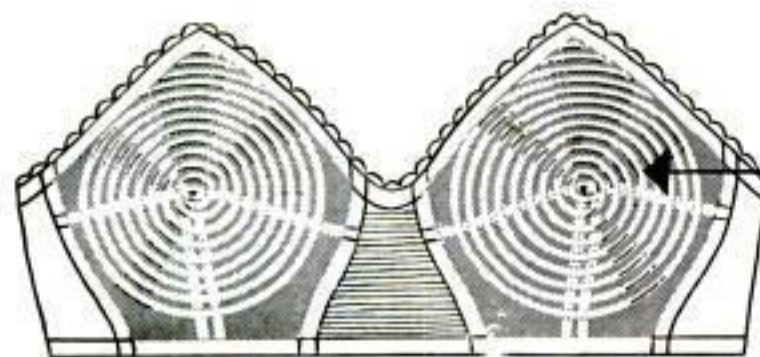
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BY FORMFIT

Expect to be delightfully surprised—yes, even thrilled—when you see and wear this new Life Romance Bra. The advanced new design combines a princess styling with circular stitching of Nylo-Braid—a new material exclusive with Formfit. One look inside and you'll get the “inside story” of the Life Romance beauty secret.

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New Life Romance No. 566
... in cool cotton broadcloth.
Inner-stitching of Nylo-Braid
for a lovelier, more lasting
uplift. Washes beautifully!
32A to 38C. Only \$2.00.



Here's the “Inside Story” of Life Romance

Examine Life Romance before you're fitted. See how deftly stitched concentric circles of exclusive Formfit Nylo-Braid support and hold the cup. This is why the Life Romance molds to lovely, accented, rounded contours without points or “shelf-effect”. . . uplifts you naturally, beautifully and lastingly!

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Life Romance No. 687 . . . added attraction—the waist-cinching longline band that whittles off inches! Fine broadcloth with Nylo-Braid to insure firmer uplift, lovelier contours. Washes like a dream. 32B to 44D. \$4.00.



Life Romance No. 577 . . . of cotton broadcloth—“prettied up” with daintily embroidered sheer top. Nylo-Braid lifts you to lasting contour beauty. Wonderfully washable, cool, refreshing to wear. 32A to 38C. \$2.50.



Life Romance No. 582 . . . for your dressiest occasions. Luxurious nylon taffeta with sheer, embroidery-lavished top. Fabulous Nylo-Braid for an uplift of lasting beauty. Washes beautifully. 32A to 38C. \$3.50.



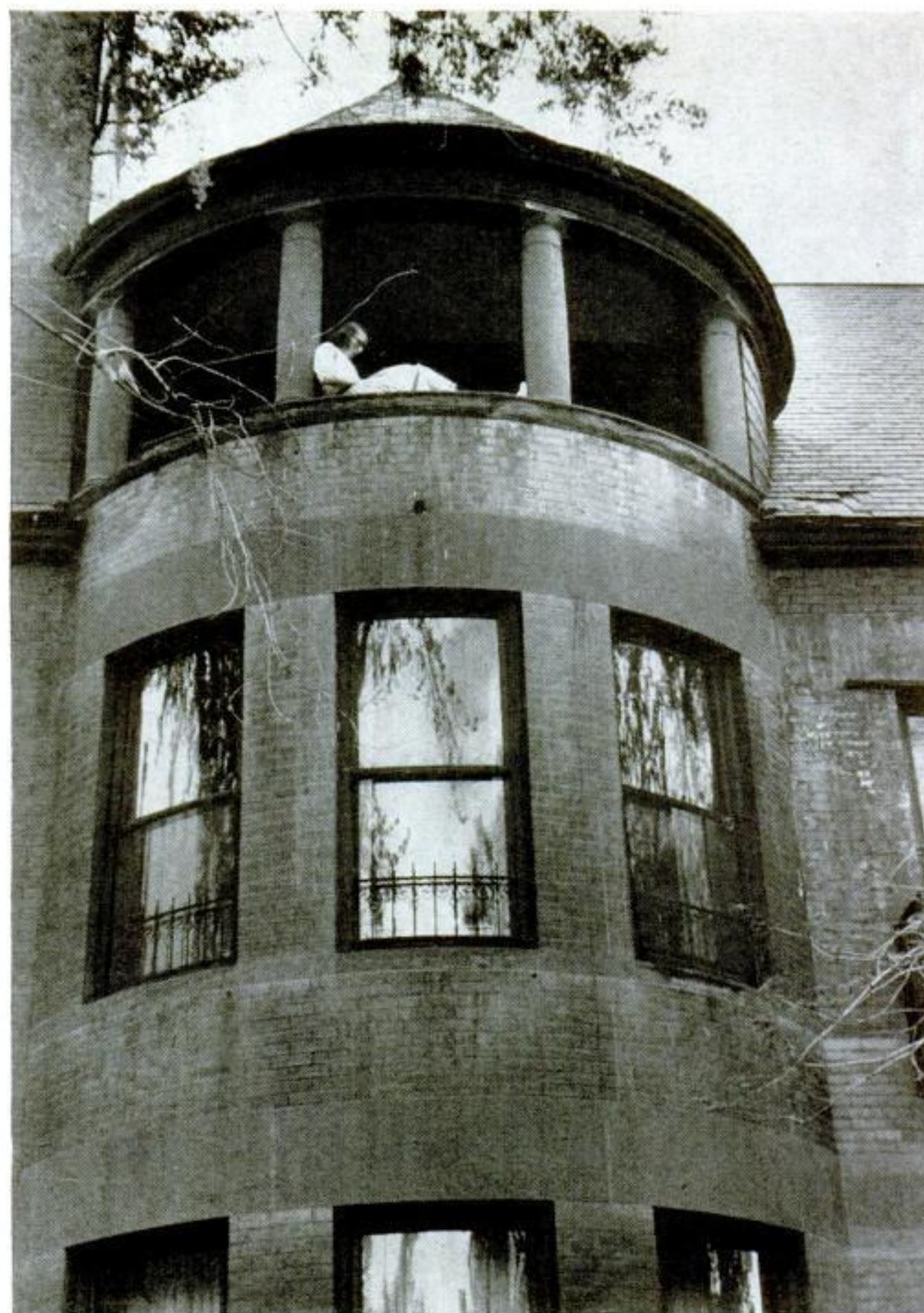
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tobacco
your pipe
can hold!

15¢



QUIET ROOST on Charmwood's third floor balcony, where household traffic is light, is used by English teacher Joan Butterworth to keep up her studies.

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While LIFE has just completed black-and-white filmstrips on two fascinating subjects—*Houses, USA* and *Theater: From Ritual to Broadway*—most of these film-

strips are designed to be timely visual reports on areas of current news interest. Recently released titles like *Indo-China*, *Hawaii*, *Italy* reflect the sort of subjects you'll find available.

Between now and May, four such news subjects will be produced. This series of four (called "Newsfronts of the World") will be available by subscription so that you receive each filmstrip as it's released. Since the subjects depend largely on current events, it's difficult to predict what titles the series will contain. The first release, however, (the one with which your subscription would begin) is *Germany: A Giant Awakened*. The next title, probably *France*, will follow in December, and subsequent titles at two-month intervals.

These, and many more titles in both color and black-and-white, are all listed in the column at the left of the page.

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